

Cambridge University Press

978-0-521-19210-1 - Building Respected Companies: Rethinking Business Leadership and the Purpose of the Firm

Jordi Canals

Table of Contents

[More information](#)

Contents

<i>List of figures</i>	<i>page</i> vi
<i>List of tables</i>	vii
<i>Preface</i>	viii
<i>Acknowledgements</i>	xiv
Part I Corporate crisis, leadership and governance	1
1 Financial crisis: a leadership crisis?	3
Part II Rethinking the firm's purpose	33
2 The firm's mission and purpose	35
3 The firm as a respected institution	65
Part III The role of corporate governance in developing a respected company	97
4 Nature, goals and models of corporate governance	99
5 A mission-based view of corporate responsibility	140
Part IV Leading and growing a respected company	167
6 The board of directors at work: impact beyond regulation	169
7 The chief executive: reputation beyond charisma	199
8 The CEO's role in developing the firm as an institution	231
<i>Bibliography</i>	254
<i>Index</i>	261