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Happiness and Virtue Ethics in Business: The Ultimate Value Proposition

Alejo José G. Sison

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Happiness and Virtue Ethics in Business: The Ultimate Value Proposition Alejo José G. Sison Research on happiness has steadily increased over the last decade, with different streams of inquiry converging into what has come to be known as 'modern happiness studies' (MHS). In this book, Alejo José G. Sison draws on the latest research in economics and psychology as well as Aristotelian virtue ethics to show why happiness is the ultimate value proposition for business. Using non-technical language and a number of illustrative vignettes, he proposes ways for businesses to cultivate the virtues, providing advice on production and service enhancement, customer satisfaction, employee well-being and overall organizational wellness. This book will appeal to a wide readership, including graduate students and researchers in business ethics, moral philosophy and positive psychology.

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