

Reinhard-Mohn-Institut für Unternehmensführung (Hrsg.)

Was heißt unternehmerische Verantwortung heute?

Reflexionen zum 100. Geburtstag Reinhard Mohns

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ABSTRACT

A company's primary goal should be contributing to society – as »entrepreneur of the century« and philanthropist Reinhard Mohn often maintained. But how can that goal be reached?

It is high time that all business organizations act responsibly for the common good. Yet what exactly does that mean in today's world? Commemorating Mohn's 100th birthday, this volume examines timeless and, at the same time, highly topical issues that were fundamental to Mohn's leadership philosophy: goodwill, partnership, participation, values and entrepreneurship in the service of society. It brings together the thoughts of individuals from academia, the business world and Mohn's circle of personal acquaintances. Their ideas clearly demonstrate how important corporate responsibility is today and how it can be lived in the future. Thanks to contributions by members of the Bertelsmann, Otto Group and BASF executive boards, reminiscences by Liz Mohn and Brigitte Mohn, and detailed considerations of past events and future scenarios by leading specialists, this book will inspire anyone who, like Reinhard Mohn, wants to make a difference in business and society.