

A Civil Economy: Transforming The Marketplace In The Twenty-first Century - Severyn T. Bruyn

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A civil society is one in which a democratic government and a market economy operate together. The idea of the civil economy--encompassing a democratic government and a market economy--presumes that people can solve social problems within the market itself. This book explores the relationship between the two, examining the civil underpinnings of capitalism and investigating the way a civil economy evolves in history and is developed for the future by careful planning. Severyn T. Bruyn describes how people in three sectors--government, business, and the Third Sector (nonprofits and civil groups)--can develop an accountable, self-regulating, profitable, humane, and competitive system of markets that could be described as a civil economy. He examines how government officials can organize markets to reduce government costs; how local leaders deal with global corporations that would unfairly exploit their community resources; and how employees can become coparticipants in the development of human values in markets. A Civil Economy is oriented to interdisciplinary studies of the economy, assisting scholars in diverse fields, such as business management, sociology, political science, and economics, in developing a common language to examine civic problems in the marketplace. As an undergraduate text, it evokes a mode of thought about the development of a self-accountable system of markets. Students learn to understand how the market economy becomes socially accountable and self-reliant, while remaining productive, competitive, and profitable. Severyn T. Bruyn is Professor of Sociology, Boston College. Author: Bruyn, Severyn T. Publisher: University of Michigan Press Illustration: N Language: ENG Title: A Civil Economy: Transforming the Marketplace in the Twenty-First Century Pages: 00328 (Encrypted PDF) On Sale: 2009-11-10 SKU-13/ISBN: 9780472067060 Category: Business & Economics : Economics - General

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