

## Preface

Managing as human action has an inherent link with philosophy in epistemology, ethics, and cultural theory. The epistemology of management concerns the question of how management can improve its ability to create knowledge about managing the firm and about using management theory in the management task. Management ethics investigates the question what the right actions of management are, and the cultural theory of management examines how corporate culture can increase the cooperation within the firm and how cultural surplus value of products can increase the firm's value creation.

The Forum for Business Ethics and Business Culture of the German Philosophical Association and the Research Group "Philosophy of Management and Organisations - Filosofie in Bedrijf", Vrije Universiteit Amsterdam – VU University Amsterdam, intend with this book to emphasize that the impact of the disciplines of philosophy for management and business go beyond "business ethics" although ethics remains one of the three central disciplines by which philosophy is relevant for the economy and for management.

The mutual impact of philosophy on management and the theory of organisation as well as of management and organisation on philosophy will be examined in the four parts of this book, A. Management and Philosophy, B. Organization Theory, Organizational Practice, and Philosophy, C. Philosophy, Economics, and Business Ethics, and D. Philosophy and Brand Management.

The book at hand publishes the contributions to the 10th Annual Conference 2007 "Elements of a Philosophy of Management and Organisation" of the *Forum für Wirtschaftsethik und Wirtschaftskultur der Deutschen Gesellschaft für Philosophie* – Forum for Business Ethics and Business Culture, German Philosophical Association, held at Amsterdam, Netherlands, on 6-8 December 2007 and organised in cooperation with the Research Group "Philosophy

of Management and Organisations - Filosofie in Bedrijf", Department of Philosophy, Vrije Universiteit Amsterdam – VU University Amsterdam.

Amsterdam, 5 October 2009

Peter Koslowski,  
Research Group "Philosophy of Management  
and Organisations - Filosofie in Bedrijf",  
VU University Amsterdam  
Chair, Forum for Business Ethics and Business  
Culture, German Philosophical Association