

HOW TO BE PROFITABLE AND MORAL WOICESHYN JAANA%0A

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[Home - How to be Profitable and Moral](#)

Jaana Woiceshyn has written a much needed, timely book for businesspeople, filled with concrete examples, that provides us with practical guidance for making successful daily decisions, based on a moral code that works and that will make us proud of what we do.

[How to be Profitable and Moral: A Rational Egoist Approach ...](#)

Jaana Woiceshyn's book, *How to Be Profitable and Moral: A Rational Egoist Approach to Business*, is a clearly written, textbook-like introduction to the application of Ayn Rand's ethics of rational egoism to the conduct of business.

[Moral = practical - How to be Profitable and Moral](#)

Jaana Woiceshyn teaches business ethics and competitive strategy at the Haskayne School of Business, University of Calgary, Canada. She has lectured and conducted seminars on business ethics to undergraduate, MBA and Executive MBA students, and to various corporate audiences for over 20 years both in Canada and abroad.

[How to Be Profitable and Moral: A Rational Egoist Approach ...](#)

A basic dilemma confronting today's manager is how to be both profitable and moral. Making profits through immoral means—such as deceiving investors or customers—is unsustainable.

[Jaana Woiceshyn: How to be Profitable and Moral \(ePUB ...](#)

According to conventional morality, either a business manager maximizes profits and necessarily compromises on ethics, or necessarily sacrifices profits in order to be moral. Woiceshyn explains why this is a false dichotomy and offers rational egoism as an alternative moral code to businesspeople who want to maximize profits ethically. Through logical argument and various examples, this book shows how to apply principles such as rationality, productiveness, honesty, justice, and pride for

[How to Be Profitable and Moral : A Rational Egoist ...](#)

[How to Be Profitable and Moral : A Rational Egoist Approach to Business Vol. by Jaana Woiceshyn \(2013, Paperback\)](#)

[Interview: How to be Profitable and Moral with Dr. Jaana ...](#)

We're super excited to post our interview with Dr. Jaana Woiceshyn, author of the new book *How to be Profitable and Moral: A Rational Egoist Approach to Business*.

[How to be Profitable and Moral: A Rational Egoist Approach ...](#)

Professor Woiceshyn has provided a well-reasoned, clearly-written explanation showing . . . why business people need to live by rational moral principles as a necessary means to maximize profit. This cogent book deserves a careful reading by businesspeople, academics, and intelligent laymen alike.

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My book, How to Be Profitable and Moral: A Rational Egoist Approach to Business, has been translated into Finnish and was recently published in How to be profitable and moral in 2019. Jaana Woiceshyn-December 30, 2018, 0. The title of this post takes its cue from columnists and bloggers who offer advice for the coming year at this time, although a Business is moral! Jaana Woiceshyn

How to be Profitable and Moral by Jaana Woiceshyn ...
Read "How to be Profitable and Moral A Rational Egoist Approach to Business" by Jaana Woiceshyn available from Rakuten Kobo. Sign up today and get \$5 off your first purchase. A basic dilemma confronting today's manager is how to be both profitable and moral. Making profits through immoral means

How to be Profitable and Moral: A Rational Egoist Approach ...

According to conventional morality, either a business manager maximizes profits and compromises on morality, or sacrifices profits in order to remain moral. Woiceshyn explains why this is a false dichotomy and offers rational egoism as an alternative moral code to managers who want to be both

Profitable and Moral - An Interview with Jaana Woiceshyn

Woiceshyn explains why this is a false dichotomy and offers rational egoism as an alternative moral code to business people who want to maximize profits ethically. Through logical argument and