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## Ethical Coaching Across Cultures

By Alexandra Mietusch

GRIN Verlag. Paperback. Condition: New. 44 pages. Dimensions: 8.2in. x 5.7in. x 0.2in. Essay from the year 2010 in the subject Business economics - Business Management, Corporate Governance, grade: 1, 0, European University Viadrina Frankfurt (Oder) (Kulturwissenschaft), course: ethical aspects of intercultural management, language: English, abstract: The development of ethical values in economy and society is the main condition of business, preservation of competitiveness and economic efficiency in post-industrial and global contexts. As Gerhard Winter states in Handbuch Interkulturelle Kommunikation und Kooperation there are three main reasons. Firstly, the increasing importance of the human as whole personality for the succeeding accomplishment of current changes and sustainable business success. Secondly, the lack of universal, obligatory - national and international - values as the basis of healthy corporate culture and successful intercultural management. And thirdly, the compensation of global economic- and social-political conditions by voluntary self-commitment to avoid extreme regulations and control and to secure business liberty. Coaching as a type of counselling is in fashion. Personal and life, executive or leadership and business coaching are just a few genres in its practice. The history of coaching began in sports and was taken over in the 1980s by business and slowly has found...



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