



# **Managing As If Faith Mattered: Christian Social Principles in the Modern Organization (CATHOLIC SOCIAL THOU)**

*Helen Alford*

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*Managing As If Faith Mattered* challenges the often-held double standard of private and public moralities. Authors Helen Alford and Michael Naughton bridge the fault line between work and faith by engaging current management issues with Christian ethics. Recovering a rich social tradition found within Christianity, the authors connect ideas such as the common good, virtue, and social principles, with concrete management issues such as job design, just wages, corporate ownership, marketing communication, and product development. In their hands, economic and social challenges become opportunities for managers to integrate their beliefs with their working environment and make decisions based on the tenets of Catholic social tradition.

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