30 Title	Promoting High Quality Work: Obstacles and Opportunities
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Abstract	This article addresses competing arguments from ethics as well as economics about the obstacles
	and opportunities for promoting high quality work (i.e. work that sustains and enhances well-being).
	It ultimately defends on ethical as well as economic grounds the case for maximising the number
	and equalising the distribution of high quality work opportunities and outlines some policy measures
	that might be used to achieve the latter objective. The article contributes to the business ethics
	literature principally by offering a systematic and interdisciplinary analysis of the scope and
	necessity for progress in the quality of working life.