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Thomas J. Whitman, Loyola Marymount University

“This new edition of Business Ethics: Readings and Cases in Corporate Morality is an interesting and unique collection of articles and cases — many of which have not appeared in other anthologies in business ethics. The cases, in particular, provide the reader with thoughtful examples that illustrate the theoretical readings.”

Patricia H. Werhane, DePaul University

Can corporations have a conscience? What constitutes blowing the whistle ethically? How does a corporation build an ethical culture? Hoffman, Frederick, and Schwartz address many current, intriguing, often complex issues in corporate morality in the fifth edition of Business Ethics: Readings and Cases in Corporate Morality. This introductory text contains a thorough introduction to ethical theory, 59 readings, and 29 case studies. Divided into five parts, each with an introduction presenting the major themes of its articles and cases, the text contains an impartial, point-counterpoint presentation of different perspectives on the most important and highly contended issues of business ethics. Chapters and with questions that can be used for student discussion, review, tests or quizzes, or student assignments.

The new textbook retains the very best features of previous editions, but is now substantially updated with new leading articles, the latest subject areas from the last decade, and pertinent, case studies; also new are mini-cases based on MBA student dilemmas.

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Business Ethics
Business Ethics

Readings and Cases
in Corporate Morality

Fifth Edition

Edited by

W. Michael Hoffman
Robert E. Frederick
Mark S. Schwartz

WILEY Blackwell
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The preface to the first edition of *Business Ethics: Readings and Cases in Corporate Morality* began with advice from Cicero’s *De officiis*: “To everyone who proposes to have a good career, moral philosophy is indispensable.” Cicero’s words are as true and as timely as ever, and the fifth edition of this text represents our continuing commitment to the union of ethics and business.

The field of business ethics has grown tremendously since 1984, when the first edition was released. At that time, business ethics had just begun to gain momentum. Today it is a mature field. In a 1988 report, the Business Roundtable referred to corporate ethics as “a prime business asset,” and corporations have begun to take significant steps toward integrating ethical values into their corporate cultures. In fact, the Center for Business Ethics at Bentley University was the facilitating institution for a newly formed organization made up of practicing ethics officers of major corporations. The Association to Advance Collegiate Schools of Business has strengthened its call for grounding in ethics as one of the essential elements of sound business education. Literature in business ethics continues to grow and deepen.

In the fifth edition of *Business Ethics*, we have attempted to include both the best new thinking on ethical issues in business and the first, second, third, and fourth editions’ time-tested favorites. The goals of the text remain the same. We have tried to be comprehensive. In our coverage of the issues, we have selected what we believe to be the most important currently debated moral concerns in the field. We have retained many of the topics from the fourth edition and have added new material on issues such as workplace romance and business sustainability. All of the chapters have been revised to some extent. The final section has been extensively revised and now includes material on developing and sustaining an ethical corporate culture. Many cases from the fourth edition remain, but we have included timely new cases such as those on Heineken and African employees with HIV/AIDS, football coach Joe Paterno and whistleblowing obligations, and Walmart’s bribery scandal in Mexico. We have also added a new feature to the fifth edition, a series of ethical mini-dilemmas faced by MBA students. The ethical dilemmas add another means for readers to consider and discuss ethical issues faced by individuals in business. As an additional feature, we have also added a list of potential Hollywood movies students can watch that contain important business ethics issues.

As with earlier editions, we have tried to be impartial. The format of the text, wherever appropriate, is point/countercounter-point, and we have included the strongest statements we could find of different perspectives on the issues. We have made an effort to include articles by thinkers from a wide range of constituencies – not just academics, but representatives from a variety of other professions.

Finally, we have tried to be systematic. We have retained the basic organization of earlier editions. We begin with theoretical, structural, or more widely focused issues such as economic justice, the justice of economic systems, and the nature and responsibility of business. These give a framework for discussion and understanding of more specific, concrete issues,
such as employee rights, the ethics of marketing and production, environmental ethics, and multinational issues. We conclude with a chapter on current challenges and future issues. Of course, the book may be used in many different ways. Some instructors may prefer to save the more abstract topics for the end of their course. We believe that the book lends itself readily to organizational variations.

The fifth edition continues to include an introduction to each part that sets out the major themes of the articles and places them in context. This edition includes brief introductions to the mini-cases and cases, and points out which articles might be most directly relevant to them. A set of discussion questions follow each chapter. These can be used as a focus for student discussion, for review, or for tests, quizzes, or student assignments.

We would like to express our appreciation to Bentley University for its support of this and other projects in business ethics. Thanks also go to Mary Chiasson, senior associate director of the Center for Business Ethics, Jeffrey Kimball, graduate research assistant at the Center, and Faidat Olamuyiwa, Leon Sullivan Scholar at the Center, for their help in the preparation of this manuscript.

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