
ADORNO'S CRITIQUE OF WORK IN MARKET SOCIETY

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AN INVITED RESPONSE TO Jaakko Nevasto (2021), "Adorno's Critical Moral Philosophy and Business Ethics," *Bus Ethics J Rev* 9(7): 40–46,
<https://doi.org/10.12747/j1i07>

ABSTRACT

Jaakko Nevasto has offered a number of thoughtful criticisms of our attempt to show that Adorno's work can fruitfully be brought to bear on topics in business ethics. After welcoming his constructive clarifications, we attempt to defuse Nevasto's main objections and defend our application of Adorno, focusing in particular on the topics of moral epistemology, needs, and the possibility of genuine activity – and thus good work – within capitalist society.

KANT SAYS THAT masturbation "obviously runs counter to the ends of humanity, and conflicts, even, with animal nature" (Kant 1997: 161). As upright as contemporary Kantians can sometimes seem, it is at least conceivable that they do not accept this and other aspects of Kant's ethical thought. Similarly, it's perfectly legitimate to draw on Adorno's ethical thought without restricting oneself to claims he would have endorsed, as we tried to do in our recent paper (Reeves and Sinnicks 2021). Nevertheless, we believe we can respond to Nevasto's thoughtful objections on good Adornian grounds, in furtherance of our shared aim to elucidate "the relevance of Adorno's thought to new directions in business ethics" (Nevasto 2021: 41). In what follows we address three key points from Nevasto's discussion:

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