

# CONTENTS

Contributors xi

Introduction 3

## I. BUSINESS ETHICS AS AN ACADEMIC DISCIPLINE 11

1. Business Ethics as a Discipline: The Search for Legitimacy 17  
*Norman E. Bowie*
2. Will Success Spoil Business Ethics? 42  
*Richard T. DeGeorge*
3. Commentary on Business Ethics as a Discipline: The Search for Legitimacy 57  
*William C. Frederick*
4. Autonomy and the Legitimacy of the Liberal Arts 60  
*Jennifer Moore*
5. Ethics as Character Development: Reflections on the Objective of Ethics Education 67  
*Lynn Sharp Paine*

## II. CORPORATE LEADERSHIP 87

6. Ethical Imperatives and Corporate Leadership 89  
*Kenneth E. Goodpaster*
7. Respect for Persons, Management Theory, and Business Ethics 111  
*Daniel R. Gilbert, Jr.*

8. Institutionalizing Ethical Motivation:  
Reflections on Goodpaster's Agenda 121  
*Robbin Derry*
- III. MULTINATIONAL CORPORATE RESPONSIBILITY 137**
9. Rights in the Global Market 139  
*Thomas J. Donaldson*
10. Donaldson on Rights and Corporate Obligations 163  
*Edwin M. Hartman*
- IV. WIDER RESPONSIBILITIES: BUSINESS AND LITERACY 173**
11. The Role of Business in Three Levels of Literacy 177  
*Ezra F. Bowen*
12. Business Ethics, Literacy, and the Education  
of the Emotions 188  
*Robert C. Solomon*
13. Business Ethics as Moral Imagination 212  
*Joanne B. Ciulla*
- Index 221