

# Business & Professional Ethics Journal

**Incorporating *Professional Ethics*: A  
Multidisciplinary Journal, Vol. 13, Nos. 1 & 2**

**Special Issue: The Roots of the Obligations  
of Business to Preserve the Environment**

## **Contents**

**Vol. 24, Nos. 1 & 2**

Guest Editor's Introduction	3
<i>Norman E. Bowie</i>	
Greening Business, Root and Branch: The Forms and Limits of Economic Environmentalism	9
<i>Lisa H. Newton</i>	
Business and Environmental Sustainability	35
<i>Joe DesJardins</i>	
Are We Ready for God? Value and Profit in Sustainable Development and Market Capitalism	61
<i>Patrick Primeaux</i>	
From Fiduciary to Vivantary Responsibility	79
<i>Donald L. Adolphson and Eldon H. Franz</i>	
Business, Ethics, and Global Climate Change	103
<i>Denis G. Arnold and Keith Bustos</i>	

Market Failures, Political Solutions and Corporate Environmental Responsibility	131
<i>Jeffery Smith</i>	
Hybrids—Hype or Hope?	141
<i>Alfred A. Marcus and Donald A. Geffen</i>	
Hybrid Vehicles, Consumer Choice, and the Ethical Obligation of Business	163
<i>Jared Harris</i>	
Sustainable Marketing	171
<i>Patrick E. Murphy</i>	
How Much Is Too Much? Exploring Life Cycle Assessment Information in Environmental Marketing Communication	199
<i>Sergio A. Molina-Murillo and Timothy M. Smith</i>	
Connecting the Electronic Dots: Ecological and Social Dimensions of the Global Information Revolution	225
<i>Jacob Park</i>	
Remediaton and an Ethical Imperitive: The Role of Public Agency in Environmental Practice	237
<i>Joseph Richard Goldman</i>	
Notes on Contributors	247
Announcements	251