The mission of Business Ethics is to promote ethical business practices, to serve that growing community of professionals striving to live and work in responsible ways.

EDITOR

Marjorie Kelly

Columnist
Doug Wallace

Contributing Writers

Michael Golden, Allan Kennedy, Tom Klusmann,
Russell Mokhiber, Jim Steiker

DESIGN

Designer Pat Thompson

OFFICE [PH: 612/879-0695 FAX:612/879-0699] E-MAIL: bizethics@aol.com Business Manager Karen McNichol

ADVERTISING [PH: 612/937-2285 FAX: 612/937-5886]
Associate Publisher Jean Sheehan Madson

LIST RENTAL

Stevens-Knox List Management 304 Park Ave. South, New York, NY 10010 Fabiola Molina 212/388-8819

Belkys Reyes-Cuni 212/388-8820

CO-FOUNDERS

Marjorie Kelly and Miriam Kniaz

Need to get in touch with Business Ethics?

Our customer service representatives can help you with renewals, gift subscriptions, address changes, and questions.

Call customer service: 612/879-0695, fax 612/879-0699 or write:

Business Ethics, Subscription Dept., P.O. Box 8439, Minneapolis MN 55408 Email: Bizethics@aol.com

Subscriber service requested:

- □ New or Renewal Subscription
 Send us your name and address and
 enclose your check for 1 year (6 issues) —
 \$49.00 (current subscribers please
 enclose your address label).
- Change of address (Please allow 4 weeks.) Send us your new address and provide your label or old address for subscription identification.
- ☐ Mail preference

We make our subscription list available to reputable companies and organizations whose products and/or services may be of interest to you. If you do not want your name to be made available, please enclose your mailing label and initial here: _____

Business Ethics (issn 0894-6582) (USPS 0003-735) is published bimonthly by Mavis Publications, Inc., 2845 Harriet Avenue, Minneapolis, MN 55408. Periodicals postage paid at Minneapolis, MN 55408 and additional offices. Subscription rates: U.S. \$49; foreign \$59. Copyright © 1998 by Mavis Publications, Inc. Subscriptions and editorial correspondence should be addressed to Business Ethics, P.O. Box 8439, Minneapolis, MN 55408. Overnight deliveries may be sent to 2845 Harriet Avenue, Minneapolis, MN 55408. Phone 612/879-0695. Fax 612/879-0699. Postmaster: Send address changes to Business Ethics, Subscription Dept., P.O. Box 8439, Minneapolis, MN 55408.

Business Ethics

MAY/JUNE 2000 VOL. 14, NO. 3



letters

Readers rail at us about making IBM the No. 1 Best Corporate Citizen. page 4

musings

The End of the Shareholder Value Era

The shareholder value obsession has been with us twenty years, but it may not be for much longer. page 5

company watch

Creative ways to bridge the digital divide...Does self-inspection work at Boeing?...Former GM CEO sets out to replace internal combustion engine...Which computer makers are the greenest?...Saving salmon = saving money. page 6

Hot Fudge Partners

An insider's story of how social investors tried to (but couldn't) buy Ben & Jerry's. page 7

trend watch

Companies stampede away from conservative Global Climate Coalition...

The gay-friendly workplace goes mainstream... Folks mad as hell about globalization...

Turning relationships into commodities... more. page 8

warning signs

Labor monitoring by legal mandate... It started out innocently, with a training class...Union Carbide chairman says, when in doubt, run... Pull that charter, sir...

Sign here (and forfeit legal rights). page 9



COVER SECTION

MBA: Making Business Accountable

Best business schools for social and environmental responsibility

There's some great stuff happening in MBA programs... too bad it's happening at only one in five business schools. A survey of cutting-edge programs, with charts showing what each school has to offer. page 10

books

Challenging Corporate Rule: The Petition to Revoke Unocal's Charter as a Guide to Citizen Action... Rattling the Cage: Toward Legal Rights for Animals... Irrational Exuberance. page 15

what would you do?

The President Knew the Product Was Flawed

The inventory was on its way to customers, but Sara knew the certification stamp on it was illegal. page 16

double yield

'I'm Bullish About International Markets'

Social investing pro Geeta Aiyer of Walden Asset Management, part of U.S. Trust of Boston, talks about her firm's new mutual funds, favorite stocks, social activism, international SRI opportunities, and potentially new forms of SRI asset allocation. page 17