

Business Ethics

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INTERVIEW

31 **Randall Tobias**

Through layoffs, divestitures, lawsuits, and personal tragedy, Eli Lilly's CEO continues to focus on integrity and compassion.



"We need to translate values from what we say to how we behave."

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OPINION

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Misguided on China, off about Rush, a word from Vice President Gore.

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An ethical lapse in 1 percent of its business bankrupt Dow Corning.

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Employee loyalty no longer pays.

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Post-mortem on green consumerism. People would rather squeeze the Charmin than save the environment.



"Touting one's green goods risks bringing attention to one's ecological skeletons."

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NEWS, TRENDS & FEATURES

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- ▶ CERES may kick out inactive endorers.
- ▶ Clinton calls for ethics code (sort of).
- ▶ 6th graders buy pollution credits.
- ▶ Don't toss those disks; recycle them.
- ▶ Five SR cyberspace chat destinations.
- ▶ Musicians' favorite causes.

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A wrongful death suit may be filed over the misuse of its glue, Resistol.

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After three years in neutral, Business for Social Responsibility gets in gear.

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Five million meals for kids by '98.

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Grateful Dead guitarist pens eco-titles.



"A jury trial could prove to be a crisis catalyst for the company." P. 20

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Will closing its U.S. factories solve Timberland's financial woes?

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Index funds are hot, leading Working Assets and others to change strategies. Also, performances of eighteen funds and the BEGFI index.

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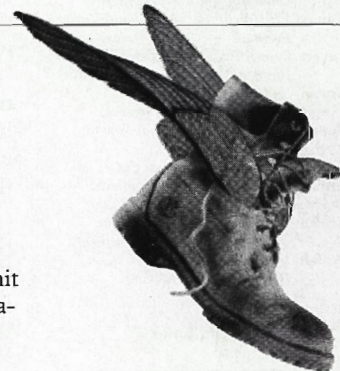
So they're socially screened stocks. Which ones make money?

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The birth of pro-life investing.

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Ben & Jerry's annual statements admit false labeling and reveal a \$334,800-a-year consulting agreement.



"Townsfolk figured Timberland and its 270 jobs would stay longer than this."

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MANAGEMENT

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Ethical fitness training; competitors unite to save the earth; career niche for the blind; green printing.

50 **What Would You Do?**

Debra's boss told her to fabricate numbers to save jobs. Should she?



"Let's see, which made-up number did I give to him last time?" P. 50