

Business Ethics

THE MAGAZINE OF SOCIALLY RESPONSIBLE BUSINESS

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The mission of Business Ethics magazine is to promote ethical business practices, to serve that growing community of professionals striving to live and work in responsible ways, and to create a financially healthy company in the process.

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The celebrated entrepreneur and social activist may be stepping down as CEO at Ben & Jerry's Homemade, but he's still up to his knees in the ice cream business, and is clearly savoring the looming European battle with arch-rival Häagen-Dazs.

PHOTOGRAPH BY ERIC ANTONIOU.

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