# isiness Et THE MAGAZINE OF SOCIALLY RESPONSIBLE BUSINESS

March/April 1995 VOL.9, NO.2

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.

> Publisher and Editor-In-Chief Marjorie Kelly

EDITORIAL 612/962-4701 EDITOR Dale Kurschner SENIOR EDITOR Mary Scott COLUMNISTS Doug Wallace, Biff Robillard CONTRIBUTING WRITERS Dan Callahan, Mark Engebretson, Susan Gaines, Margaret Kaeter, Kari Larson

DESIGN ART DIRECTOR Mark Simonson STABILIZING INFLUENCE Pat Thompson

CIRCULATION 612/962-4702 CIRCULATION CONSULTANT Rebecca Sterner CIRCULATION ADMINISTRATOR Karen McNichol

> MARKETING 708/386-4770 MARKETING DIRECTOR Paul Obis

ADVERTISING 612/962-4703 ADVERTISING SALES DIRECTOR Ican Sheehan Madson ACCOUNTING Cecily Caster

LIST RENTAL Stevens-Knox List Management 304 Park Ave. South, New York, NY 10010 Robert Desrochers 212/388-8819 Belkys Reves-Cuni 212/388-8820

EDITORIAL ADVISORY BOARD Craig Dreilinger President, Dreiford Group Paul Freundlich Founder, Co-op America Kirk O. Hanson Stanford Business School Hazel Henderson Futurist and economic analyst W. Michael Hoffman Director, Center for Business Ethics, Bentley College Kenneth Goodpaster Koch Professor of Business Ethics, University of St. Thomas Thomas Kaney VP Human Resources, SmithKline Beecham Michael Levett Former Executive Director, Business for Social Responsibility Virginia Moran Investment counselor Dr. Nel Noddings Professor, Stanford University William C. Norris Founder and Chairman Emeritus, Control Data Harrison Owen President, H.H. Owen & Co. David Schmidt Corporate Values Management Joan Shapiro Senior VP, South Shore Bank Timothy Smith Exec. Director, Interfaith Center on Corporate Responsibility

Michaela Walsh Founding President and Trustee, Women's World Banking

Co-Founders Marjorie Kelly and Miriam Kniaz

Business Ethics (ISSN 0894-6582) is published bimonthly by Mavis Publications, Inc., 52 S. 10th St., #110, Minneapolis, MN 55403-2001. Second-class postage paid at Minneapolis, MN 55403-2001 and additional offices. Subscription rates: U.S. \$49; foreign \$59. Copyright © 1995 by Mavis Publications, Inc. Contributors: Please write for editorial guidelines, or query with article ideas. Unsolicited manuscripts must be accompanied by return postage. Subscriptions and editorial correspondence should be addressed to Business Ethics, 52 S. 10th St., #110, Minneapo-lis, MN 55403-2001. Phone 612/962-4700 (general information), 612/962-4701 (editorial), 612/962-4702 (circulation), 612/962-4703 (advertising). Fax 612/962-4810. Postmaster: Send ad-dress changes to Business Ethics, Subscription Dept., P.O. Box 14748, Dayton, OH 45413.

Business Ethics is indexed in the Alternative Press Index.



Damn the Republicans, full speed

SEC protection of Burma is hogwash.

## INTERVIEW

30 Ryuzaburo Kaku Survivor of the atomic blast in Nagasaki, Kaku went on to become CEO of Canon Inc. Today, he's a philosopher-king who's exhorting capitalism to a new level of ethical maturity.

PHOTO BY DARROW MONTGOMERY.

#### OPINION

**44 Pursuit of Happiness** Feeling stressed out? Digging dirt and doing push-ups are but a few of the anxiety relief techniques recommended by our readers.

26 Cover Story: Republican Ruckus

Investors and business leaders are

socially responsible business.

readying their counterpunches.

Republicans are packing a wallop for

There's gold in Orange County bonds.

#### NEWS, TRENDS & FEATURES

#### 9 Trend Watch

8 Commentary

- ▶ Plans of Ben & Jerry's new CEO.
- Rich and poor: The gap in twenty cities.
- Earth Day is hurting for support.
- CERES firms aren't reporting results.
- Dilbert as ethics adviser.
- Workers blame cheating on their bosses.
- **14 Shareholder Resolutions** This season's most pressing issues.
- 16 Was the Law Broken? A forgotten accountant's report comes back to haunt this money manager.
- 21 Street Signs

What's news with 25 growth stocks.

## MANAGEMENT

INVESTING

- 34 Calendar
- **36 Not Business As Usual** 
  - Foldcraft Co. helps its workers learn about Third World countries by sponsoring trips abroad.

 National Medical Enterprises Inc. conducts an ethics probe before proceeding with a \$3.3 billion merger. funds.

22 Nation's Best/Worst Lenders

Business Ethics' performance tables

track 20 large-cap stocks; 20 mutual

23 Marked to Market

**18 Market Watch** 

## **40 Working Ideas**

Forget car pools, offer bikes; AES's fun index; 360-degree appraisals.

- 42 What Would You Do? Celest knew a product was unsafe, but her superiors didn't care.
- 45 Directory

Cover illustration by Bill Fugate.

#### **6** Letters

### 7 Musings

ahead.