

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, and to help create financially healthy companies in the process.

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Business Ethics

INSIDER'S REPORT ON RESPONSIBLE BUSINESS

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Last issue's Musings ("Why All the Fuss About Stockholders?") stirs up a fuss. "It knocked me off my horse in the manner of Paul the apostle."

5 Musings

End-of-year analyses of the economy act as though wages (ie. employees) don't exist. If the market sets wages, how can it do this without information?

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If you read one book this spring, make it William Greider's *One World, Ready or Not*. Margaret Wheatley disappoints with *A Simpler Way*.

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7 Ending Poverty With Capitalism

A remarkable new ten-year plan to lift half a billion people out of poverty, through microenterprise loans (and how you can get involved).

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Ethics scandals may have cost Prudential Insurance \$6 billion. A great bottom line led to the abyss.

8 Warning Signs

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The evidence is clear: Being unethical can cost you your job...sink your company...drive customers away. Being responsible can give you an edge over competitors, and win employee loyalty. A look at studies you should know about.

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Seven offbeat employee rewards for tight times (hint: think bowling trophy)...the human touch sets this black-owned security company apart.

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Do you know about Crazy Shirts, the Ben & Jerry's of Hawaii? You do now.

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One employee after another was refusing to sign the ethics survey. They said they knew too much about poor ethics to certify everything was OK. Trouble was: The guy with the bad behavior was the boss. A brilliant new case from Doug Wallace.

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