

ANNUAL EDITIONS

# Business Ethics

07/08

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# ANNUAL EDITIONS

## Business Ethics

07/08

*Nineteenth Edition*



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Nineteenth Edition

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Members of the Advisory Board are instrumental in the final selection of articles for each edition of ANNUAL EDITIONS. Their review of articles for content, level, currentness, and appropriateness provides critical direction to the editor and staff. We think that you will find their careful consideration well reflected in this volume.

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# Preface

In publishing ANNUAL EDITIONS we recognize the enormous role played by the magazines, newspapers, and journals of the public press in providing current, first-rate educational information in a broad spectrum of interest areas. Many of these articles are appropriate for students, researchers, and professionals seeking accurate, current material to help bridge the gap between principles and theories and the real world. These articles, however, become more useful for study when those of lasting value are carefully collected, organized, indexed, and reproduced in a low-cost format, which provides easy and permanent access when the material is needed. That is the role played by ANNUAL EDITIONS.

Recent events have brought ethics to the forefront as a topic of discussion throughout our nation. And, undoubtedly, the area of society that is getting the closest scrutiny regarding its ethical practices is the business sector. Both the print and broadcast media have offered a constant stream of facts and opinions concerning recent unethical goings-on in the business world. Insider trading scandals on Wall Street, the marketing of unsafe products, money laundering, and questionable contracting practices are just a few examples of events that have recently tarnished the image of business.

As corporate America struggles to find its ethical identity in a business environment that grows increasingly complex, managers are confronted with some poignant questions that have definite ethical ramifications. Does a company have any obligation to help solve social problems such as poverty, pollution, and urban decay? What ethical responsibilities should a multinational corporation assume in foreign countries? What obligation does a manufacturer have to the consumer with respect to product defects and safety?

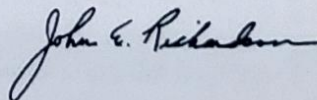
These are just a few of the issues that make the study of business ethics important and challenging. A significant goal of *Annual Editions: Business Ethics 07/08* is to present some different perspectives on understanding basic concepts and concerns of business ethics and to provide ideas on how to incorporate these concepts into the policies and decision-making processes of businesses. The articles reprinted in this publication have been carefully chosen from a variety of public press sources to furnish current information on business ethics.

This volume contains a number of features designed to make it useful for students, researchers, and professionals. These include the *table of contents* with summaries of each article and key concepts in italics, a *topic guide* for locating articles on specific subjects related to business ethics, and a comprehensive *index*.

Also included in this edition are selected *Internet References* sites that can be used to further explore article topics.

The articles are organized into five units. Selections that focus on similar issues are concentrated into subsections within the broader units. Each unit is preceded by an overview which provides background for informed reading of the articles, emphasizes critical issues, and presents key points to consider which focus on major themes running through the selections.

Your comments, opinions, and recommendations about *Annual Editions: Business Ethics 07/08* will be greatly appreciated and will help shape future editions. Please take a moment to complete and return the postage-paid *article rating form* on the last page of this book. Any book can be improved, and with your help this one will continue to be.



John E. Richardson  
Editor

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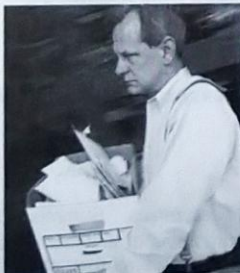
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