

CONTENTS

VOLUME IV CASE STUDIES IN BUSINESS ETHICS

Introduction: business ethics and business practice	1
ALAN R. MALACHOWSKI	

PART 1

Case study techniques

57 Case studies in business ethics	7
ALAN KITSON AND ROBERT CAMPBELL	
58 Case study methodology in business ethics: some preliminary guidelines	13
ALAN R. MALACHOWSKI	
59 The case method	18
THOMAS DONALDSON	
60 Some methods for analysing cases	30
JOHN DONALDSON	
61 Analyzing moral cases in European business	51
HENK VAN LUIJK	

PART 2

Case studies

62 Manville: the ethics of economic efficiency?	63
AL GINI	

CONTENTS

63 The Ford Pinto	73
W. MICHAEL HOFFMAN	
64 The aircraft brake scandal	84
KERMIT VANDIVIER	
65 The war on cigarettes	98
ROGENE A. BUCHHOLZ AND SANDRA B. ROSENTHAL	
66 Owls, spikes, loggers, and inner-seal wood	130
DAVID DORE	
67 Exxon's knee-deep in the big muddy	139
MICHAEL G. BOWEN AND F. CLARK POWER	
68 The AES Corporation	152
MARCY TRENT	
69 Merck & Co., Inc.	171
THE BUSINESS ENTERPRISE TRUST	
70 A chance to change policy for the better: ethical codes in the gambling machine industry	178
ROB VAN ES AND DIRK LINDENBERGH	
71 Addiction as a business ethics problem	187
ANNETTE KLEINFELD-WERNICKE AND PETER KOSLOWSKI	
72 Uncommon decency: Pacific Bell responds to AIDS	211
DAVID L. KIRP	
73 The fall of Michael Milken	229
O. C. FERRELL AND JOHN FAEDRICH	
74 Macline – the commercial value of ethical management	236
YEHUDA BARUCH AND MARK LEWIS	
75 Management women and the new facts of life	242
FELICE N. SCHWARTZ	
<i>Index</i>	255