

Vodafone Qatar's Amazon Adventure

Instructions

When doing the reading for this class, there are the two basic kinds of information you need to understand:

1. What are the main points or conclusions that an author accepts with respect to a particular issue?
2. What are the reasons, important considerations, and evidence that lead the author to accept that conclusion?

For our purposes, it is *information of the second sort that will be our primary concern* since our most basic task is to *evaluate the reasons and evidence* that are offered to support accepting one possible position on an issue, rather than another.

Reading

Gray, D. E. (Ed.). (2015). Vodafone Qatar's Amazon Adventure [unpublished course material].

Comment

This reading comes from various English sources. However, if you find an article or blog post in Arabic (or any other language) that offers an important perspective not contained in this reading, please do send it to me! I will get a translation and include it.

Questions

As you read, keep these questions in mind:

1. Why is the controversy surrounding Vodafone Qatar's Amazon Adventurers a topic in business, society, and ethics?
2. What was the purpose of Vodafone Qatar's "My #First Amazon Adventure" program?
3. What cultural debate did the program spark?
4. How did Vodafone Qatar respond to this debate?
5. Ultimately, did this response achieve Vodafone Qatar's goals?

To answer these questions you will have to reflect critically on what you have read and possibly re-read important passages.

Although I strongly suggest that you write out brief answers to these questions, you do not have to turn in written responses. You do, however, need to be prepared to speak intelligently about these issues at our next class meeting.