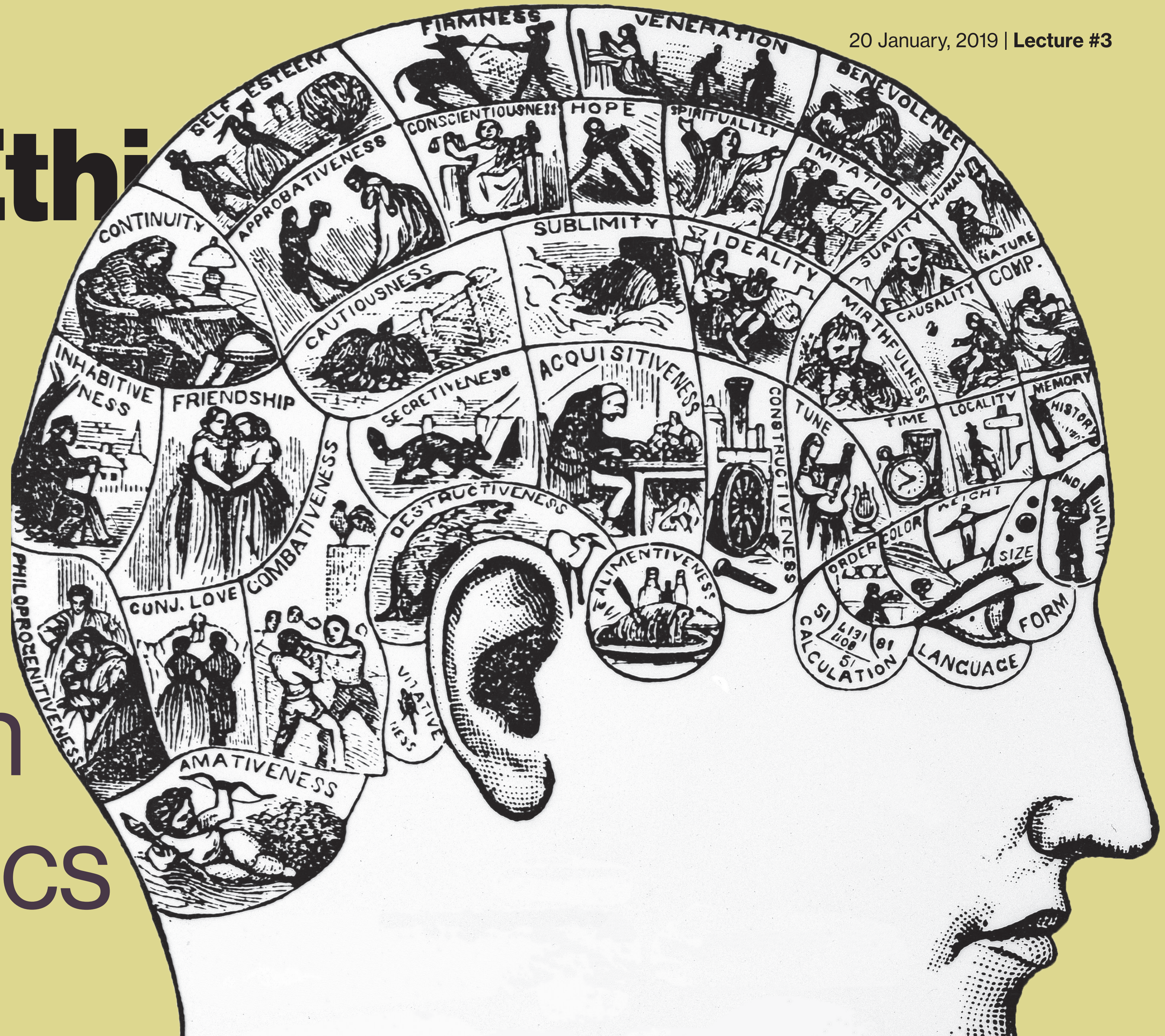


# Business, Society & Eth

20 January, 2019 | Lecture #3

## Justification in Business Ethics







“We are discussing no small matter, but  
*how we ought to live.*”





# HIDDEN VALUES



Business ethics is not  
*psychology*





Nor is it ***OB***





Not even *anthropology*



# What ought I do?







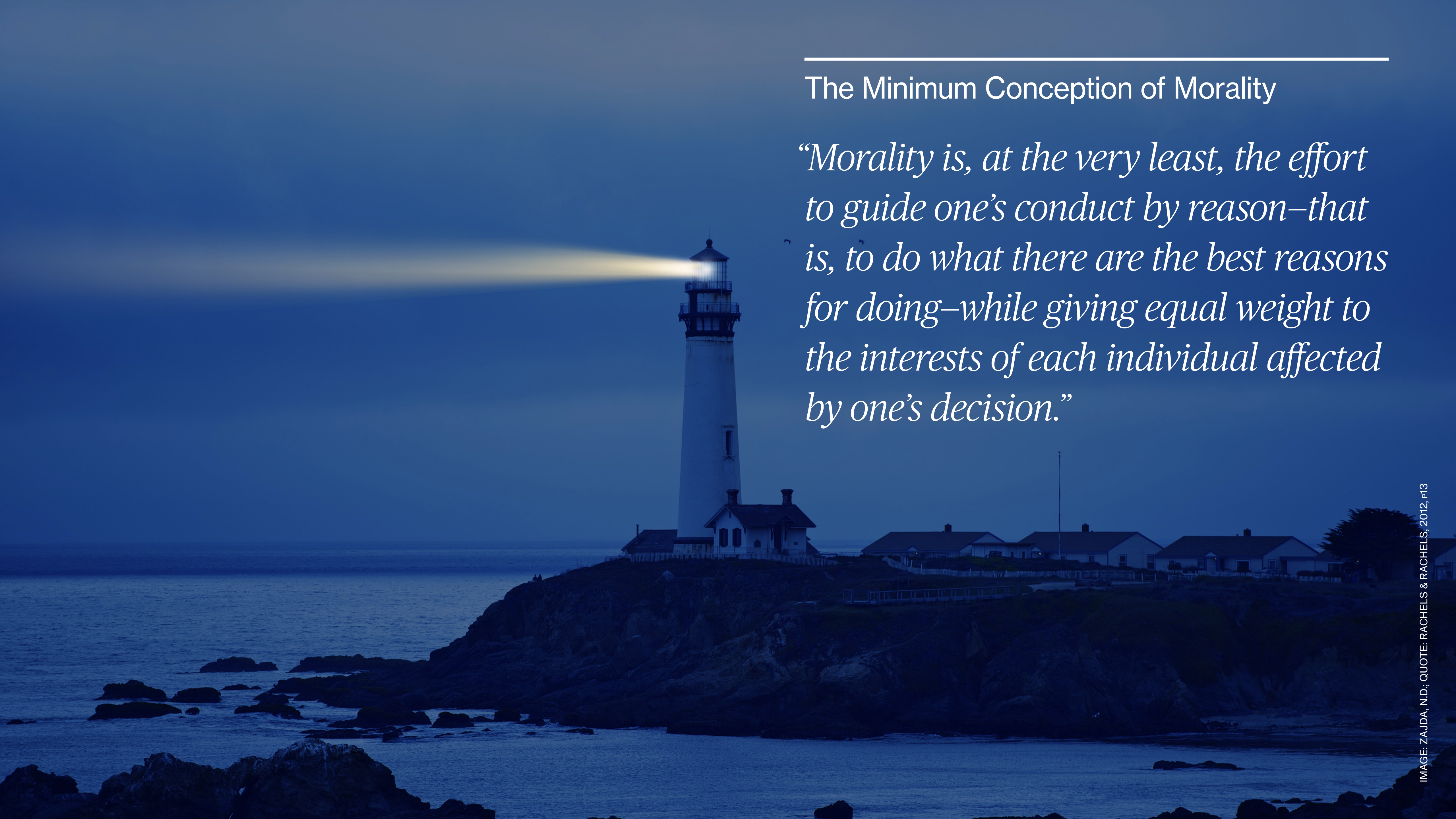
Business ethics is about *action*  
It is *practical* It is *strategic*



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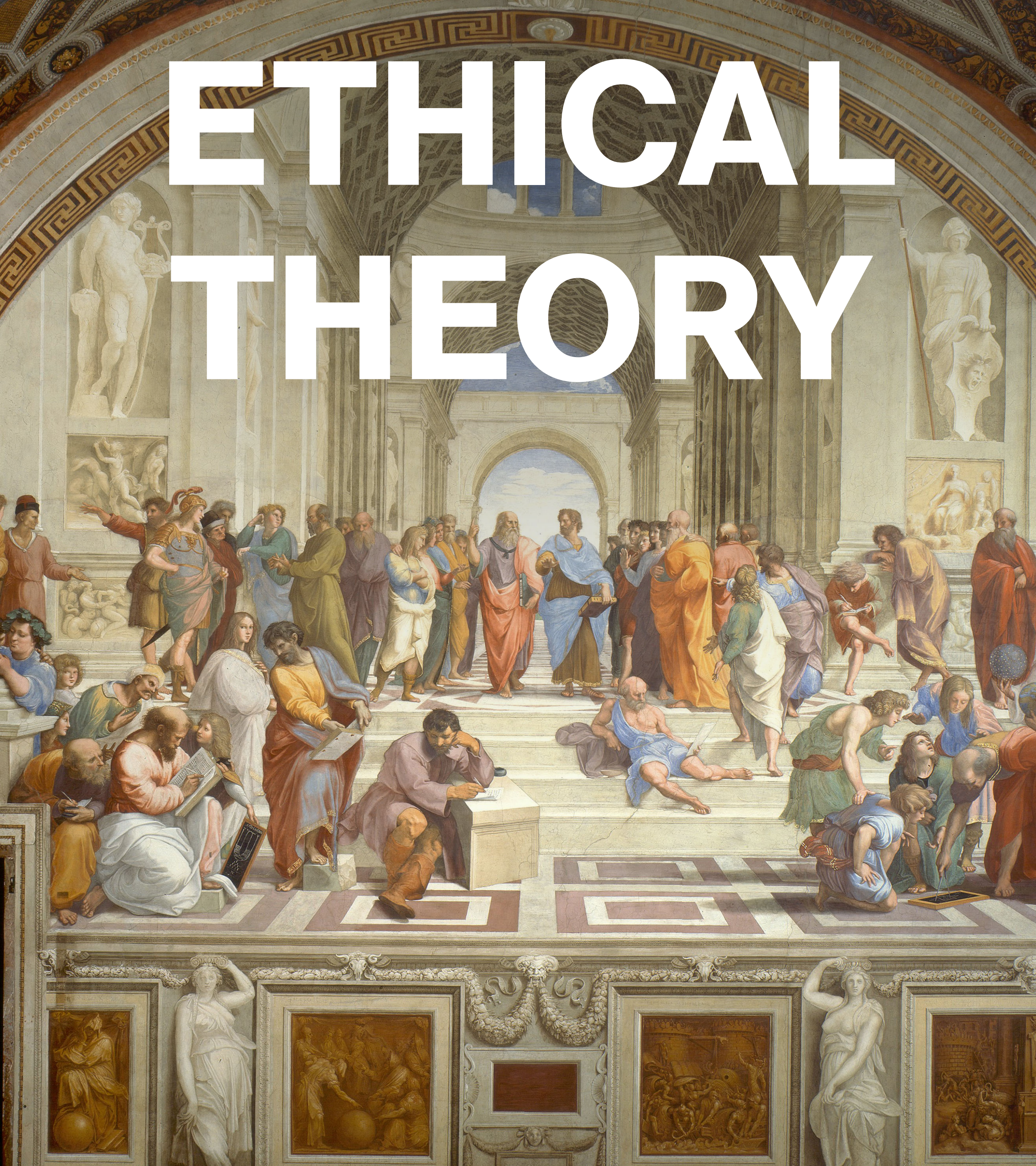
## The Minimum Conception of Morality

*“Morality is, at the very least, the effort to guide one’s conduct by reason—that is, to do what there are the best reasons for doing—while giving equal weight to the interests of each individual affected by one’s decision.”*





# ETHICAL THEORY



# APPLIED ETHICS

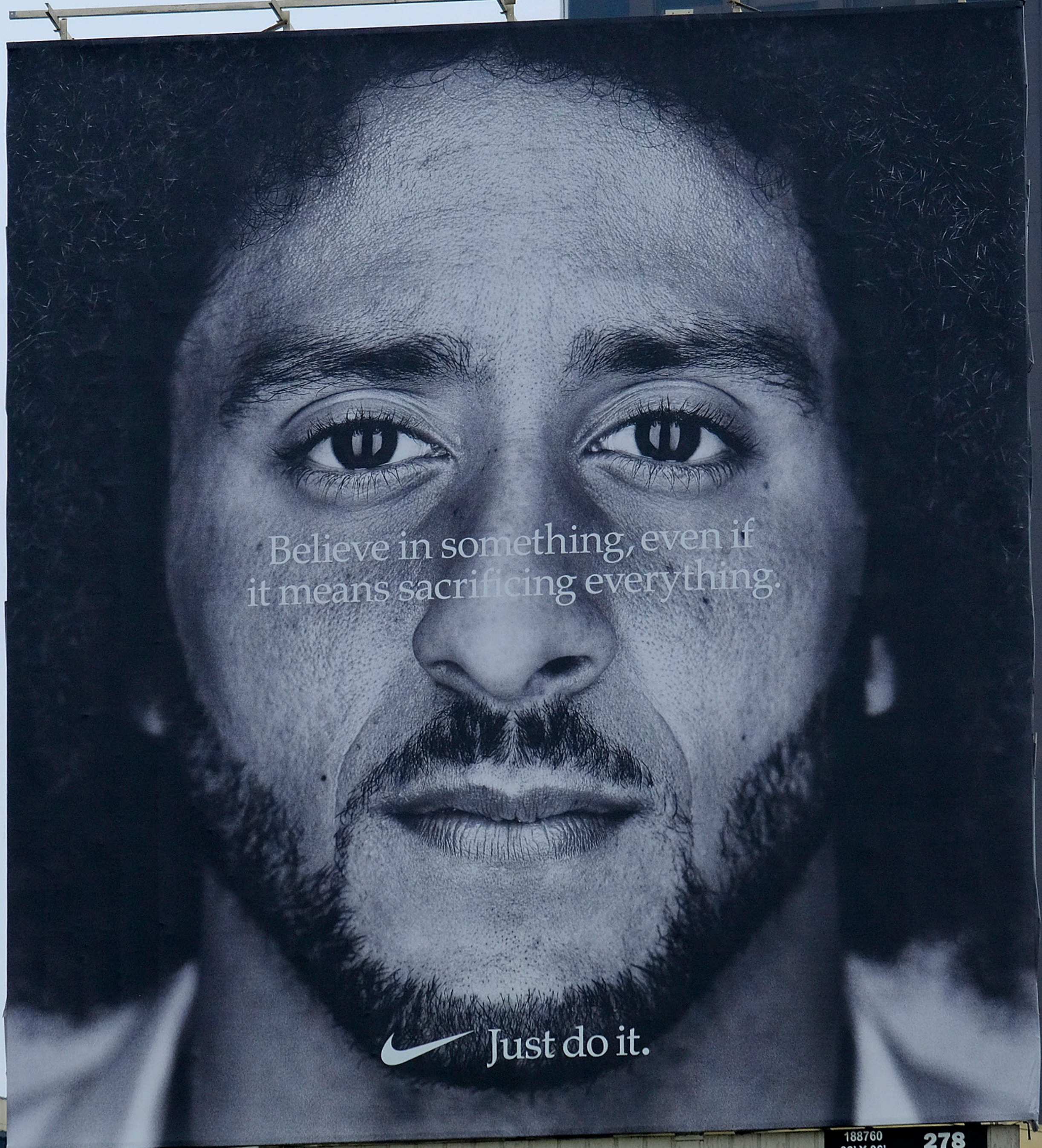




# SECURE LEGITIMATE COOPERATION





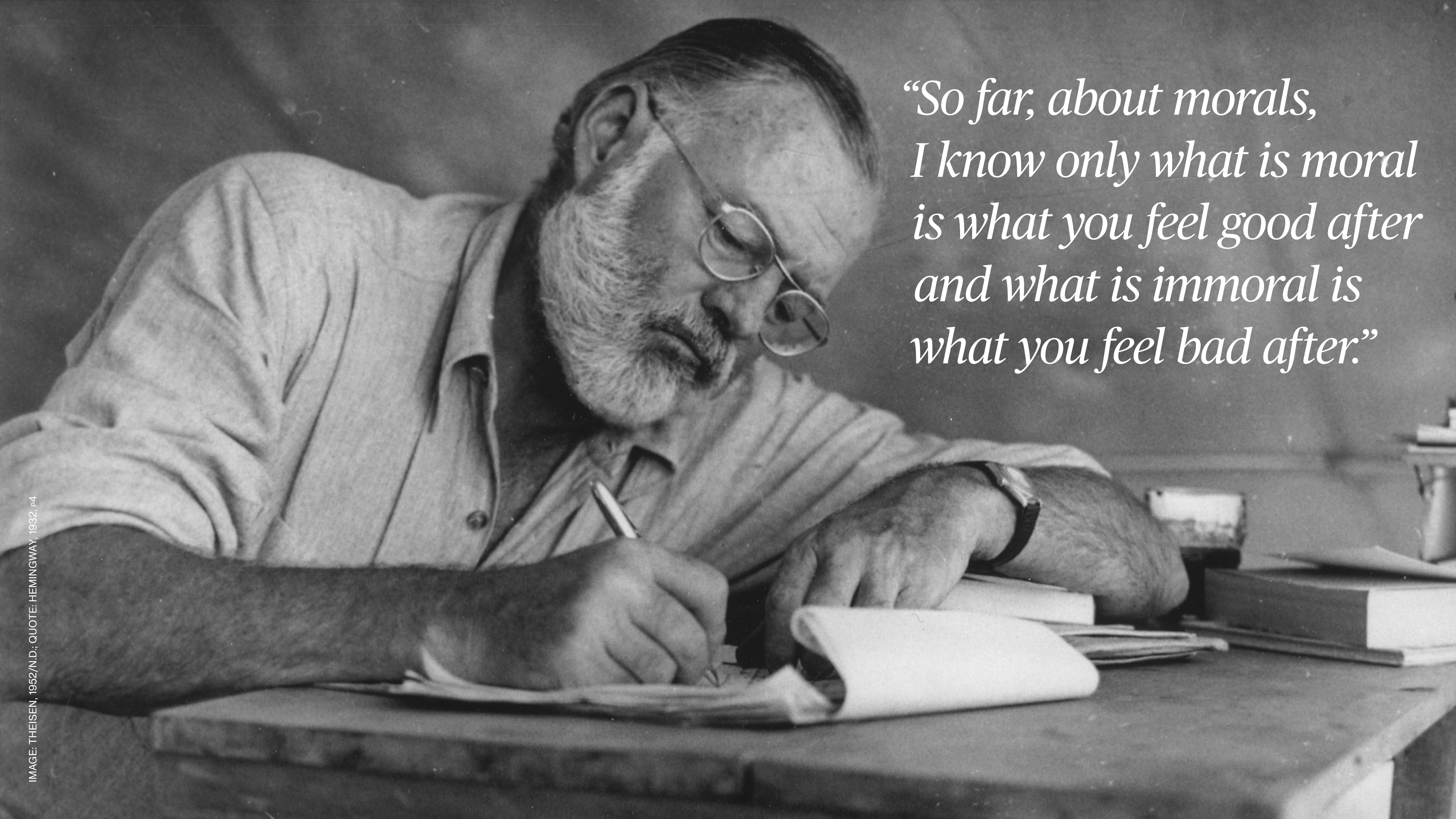


Believe in something, even if  
it means sacrificing everything.

 Just do it.

188760  
32' X 36' **278**  
POST STREET INC.



A black and white photograph of Ernest Hemingway, an older man with a full white beard and glasses, wearing a light-colored button-down shirt. He is seated at a desk, leaning forward and writing in a notebook with a pen. His left hand rests on the desk near the notebook. The background is dark and out of focus, showing some papers and books on the desk.

*“So far, about morals,  
I know only what is moral  
is what you feel good after  
and what is immoral is  
what you feel bad after.”*

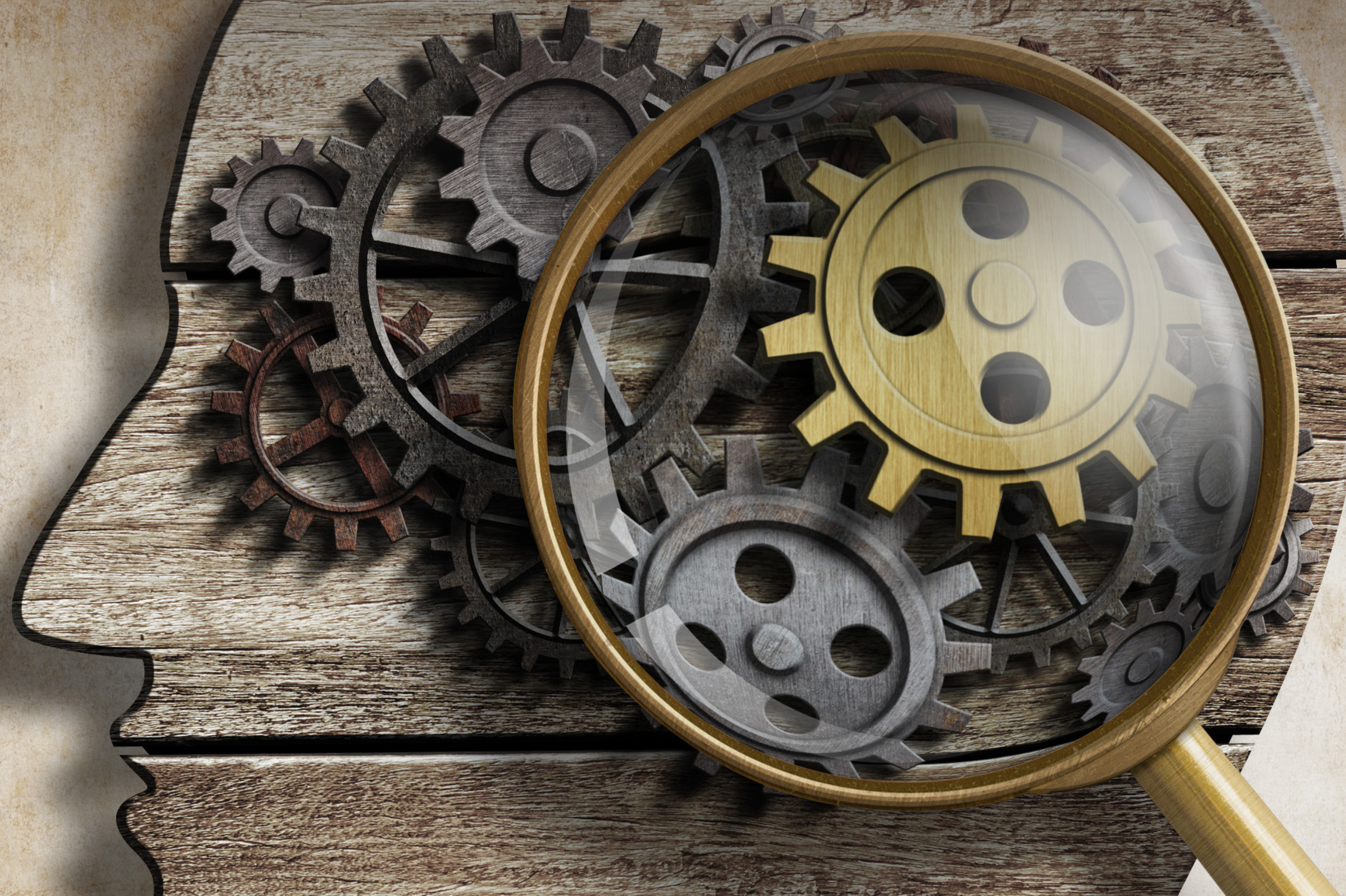


# ETHICAL SUBJECTIVISM





# ETHICAL COGNITIVISM





# SECURE LEGITIMATE COOPERATION





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Next Class

# **Business Law & Ethics**

We look at the relationship between ethics and the law. In particular, we explore whether obeying the law is sufficient for being an ethical business.



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Introductory slide photograph by Clark (n.d.). My conception of hidden values for business is influenced by London (2018), and my distinction between ethical theory and applied ethics, along with the idea of securing legitimate cooperation, are influenced by London (2001).