

Aristotle's doctrine, the book is by and large an exposition, in a simplified fashion, of Aristotle's views on nature, man, knowing, and political life. As such, it is not a polemical defense of the superiority of Aristotle against his detractors.

The work is particularly strong in its explanation of Aristotle's division of nature and in its explanation of his notions of essence and accident. By relating the problem of essential and accidental characteristics to the hierarchical division of nature, the work enables the reader to understand the importance of these characteristics within the framework of Aristotle's view of nature. By so doing, it helps the introductory student of Aristotle to avoid some of the common misunderstandings of essence and accident which seem to plague undergraduates.

Adler puts particular emphasis throughout the text on the problem of knowledge in Aristotle. One feature of his approach is the stress he puts on the sharp distinction between scientific knowledge and philosophical knowledge. One might say that at this point (57-66) that Adler is updating Aristotle rather than explaining him.

Indeed, Adler updates Aristotle in several places. Unhappily, he does not *always* make it clear that, while by and large, he remains true to Aristotle's principles, he, at times, is introducing some innovations into Aristotle's doctrine. In addition, at times one finds Adler giving a debatable interpretation of Aristotle as if it were a straight exposition of Aristotle's position. For instance, in dealing with Aristotelian morality Adler mentions the difference between Socrates' and Aristotle's views of ethics as that between the *examined* life and the *planned* life (77-78). Such an interpretation of Aristotle is hardly a simple exposition. Indeed, Henry Veatch's *Rational Man: A Modern Interpretation of Aristotelian Ethics* (Indiana University Press, 1973) is devoted to showing otherwise.

Nevertheless, Adler usually does try to make clear when he is doing Aristotle and

when he is doing Adler. He generally attempts to separate himself from his exposition, and is critical of Aristotle when he thinks Aristotle oversteps the evidence (for instance, Adler thinks Aristotle's understanding of "science" to be perhaps "too sharp," [16]).

On the whole, I find Adler's approach and his book excellent. One can hardly expect more detail and clarity in an introductory presentation of Aristotle's philosophy than one finds here. It truly is Aristotle for everybody: It is concise and comprehensive and an excellent starting point for anyone wishing to grasp the fundamentals of the Aristotelian corpus. □

Business Ethics

Ethical Theory and Business,

Tom L. Beauchamp and Norman E. Bowie, eds. Prentice-Hall, 1979, 642 pages. \$14.95 cl.

Ethical Issues in Business,

Thomas Davidson and Patricia H. Werhane, eds. Prentice-Hall, 1979, 380 pages, \$8.95 pbk.

Ethics, Free Enterprise, and Public Policy, Richard T. De George and Joseph H. Pichler, eds. Oxford University Press, 1978, 329 pages. \$6.00 pbk.

Issues in Business and Society,

Second Edition, George A. Steiner and John F. Steiner, eds. Random House, 1977, 560 pages, \$8.95 pbk.

Milton Snoeyenbos

Joseph Hummel

Georgia State University

Watergate, Lockheed, Love Canal, Equity Funding, and similar cases, have focused public attention on the ethical practices of business. Philosophers have recently responded with a substantial

body of quality work on specific issues which complements their traditional normative and metaethical concerns. These texts make available the best of classical and current research in business ethics; they greatly facilitate development of courses in the field. Our aim is to discuss the general strategy of each text and assess its suitability for classroom use. For comparative purposes we devote particular attention to the general issue of corporate social responsibility and the specific issue of preferential hiring.

Ethical Theory and Business by Beauchamp and Bowie (hereafter BB) is a superbly edited text compiled by authors at the forefront of recent developments in the field. The emphasis throughout is on *contemporary* work; most of the articles were written during the 1970's, and nine were written especially for this anthology. The selections are challenging and significant, but free of excessive jargon and teachable to the quality student. BB will appeal to the instructor who has an acquaintance with the relevant business literature and good students to teach. It is suitable for an upper-level and/or graduate course in philosophy, and will be selected for some advanced business school courses.

BB begins with an excellent 28 page introduction to ethical theories and their application to business. Egoism, utilitarianism, and deontological theories are discussed and nicely linked to issues in business. The second chapter integrates this discussion with theories of economic justice. Egalitarian, libertarian, and utilitarian theories of distributive justice are ably represented, with selections from Rawls, Nozick, and Sartorius. Extensive sections on the free market conception of justice, the Marxist challenge to it, and international economic justice are also included.

The framework provided in the first two chapters is then used to explore three other theoretical issues: the legitimacy of various accounts of corporate social responsibility, arguments for and against the means to ensure social responsibility (governmental regulation or self regula-

tion), and conflicts of interest and obligation. Coverage of these issues is both comprehensive and detailed. The chapter on corporate social responsibility contains a fine introduction, two case studies, two legal opinions, two articles defending the classical view that limits corporate responsibility to making profits for shareholders, five articles offering competing views on alternatives to the classical view, and two articles on property rights. The following chapter on regulation as a means to ensure corporate social responsibility has two case studies, three legal decisions, a general article on the boundaries of corporate and governmental responsibilities, three articles on self-regulation, two on implementing corporate social audits, two on governmental regulation, and three articles on the adequacy of cost/benefit analysis as a technique for applying legal standards to the regulation of industry. Discussion of these issues is integrated with the account of ethical frameworks presented in the first two chapters; the debate over cost/benefit analysis, for example, is clearly linked to the earlier discussion of the measurement problem facing utilitarianism.

Finally, the theoretical analyses presented in the first five chapters (373 pages) are brought to bear on four specific current problems facing business: moral issues in investment and production, advertising ethics, environmental responsibility, and preferential hiring. Coverage of these topics is extensive (269 pages) and thoroughly professional. For example, in addition to an introduction, two case studies, and two legal decisions, the editors' coverage of the last topic includes four articles on the roles of business and government in affirmative action programs, two contrasting views on preferential hiring, and two on reverse discrimination.

BB is superbly organized. Each chapter has a well-written introduction that clearly presents basic concepts and distinctions. Articles selected for each chapter provide comprehensive, balanced coverage; each side has its say and is ably

represented. The editors wield a fine editorial pen throughout; the peripheral is excised, the philosophical core retained. Inclusion of case studies and relevant legal opinions, along with a generous selection of articles by persons in business, make this text attractive to advanced business students as well as philosophy majors. In our opinion, BB will be the standard business ethics text for some time.

In contrast with BB's almost exclusive focus on contemporary articles, *Ethical Issues in Business*, edited by Donaldson and Werhane (DW), analyzes business issues in a historical-philosophical context. An excellent core of writings by classical philosophers and contemporary business writers is linked with contemporary topics by the case study method, in which theoretical concerns are discussed in the context of actual situations. The cases presented are impressive. Whereas BB restricts discussion of each case to a page or two, with 20 total pages devoted to cases, some individual cases in DW run to 13 pages, with a total of 94 pages. Many of DW's cases were especially written for it; they are current, relevant, and well-integrated with the theoretical articles of each chapter. The extensive use of the case study method—widely used in business schools—makes DW especially attractive for philosophy instructors who wish to draw business students.

DW is divided into four parts. In part I, four ethical issues are discussed in the context of actual business dilemmas: ethical egoism, truth and deception, ethical relativism, and morality in the context of organizations. In spite of DW's omission of utilitarianism, these sections provide a good background for the subsequent discussion of more specific moral issues in business. The section on egoism, for example, featuring selections from Hobbes and Butler, provides a focal point for discussions on human nature and motivation and the narrower business-oriented issues of corporate social responsibility, organizational responsibility, and the public/private dichotomy. Similarly, the section on truth telling, centered

around Kant, is a locus for subsequent discussions about communication in business, i.e., relations with consumers, employees, and stockholders. The final section, on morality and organizations, presents conflicting views on whether organizations can be regarded as having moral responsibilities; it provides a good transition to part II's discussion of social responsibility.

DW covers the topic of social responsibility by discussing three issues connected with it: the profit motive, with selections oriented around Adam Smith and Marx; the private/public ownership controversy, with Locke, Marx, Friedman, and Nader represented; and distributive justice, featuring selections from Hayek and Rawls. Relevant case studies, e.g., on Amtrak and Laetrile, are nicely tied to the theoretical articles. The difference, then, between BB and DW on the topic of social responsibility is that whereas the former focuses on details of the current social responsibility debate, with significant attention to the practical implementation of social responsibilities, DW concentrates on the historical-philosophical context into which the debate fits, and links it to the present-day business environment via case studies.

Part III examines three important business relationships—with employee, consumer, and government—in the context of theoretical ethical issues dealing with human rights, obligations, and responsibilities. DW's coverage of preferential hiring is neither as comprehensive nor as technically detailed as BB's (42 vs 60 pages), but its selections, including the 1948 U.N. Universal Declaration of Human Rights, and four contemporary articles, are quite satisfactory for the typical undergraduate class. The section on consumer relations is brief but clearly tied to the earlier discussion on social responsibility. Although DW's 16 pages on regulation do not compare with the wealth of coverage provided in BB's 91 pages, the emphasis in DW is not on the practical regulatory means to ensure social responsibility but on the theoretical ethical issues underlying the social respon-

sibility debate itself.

Part IV in DW is concerned with the general question of current societal goals, the role of the corporation in our emerging technocracy, and environmentalism. The selections are readable, controversial, and provide a good basis for class discussion.

Summing up, DW is ideal for the instructor who wishes to use the case-study approach. Since this method is a standard feature of business courses, its use in philosophy will attract business students. The problem with case studies, namely, that exclusive reliance on them tends to preclude the systematic introduction of philosophical theory, is avoided in DW by the historical-philosophical context provided by part I. Although BB provides more extensive coverage of contemporary theoretical issues in business ethics and a larger selection of articles on specific applied topics than DW, the latter is a fine choice for an undergraduate course in which the instructor's aim is to impart some knowledge of the classical tradition in addition to developing moral sensitivity in actual case contexts.

Ethics, Free Enterprise, and Public Policy, edited by De George and Pichler (GP), contains 18 articles, most of which were presented at a symposium on business ethics and the professions at Kansas University in 1976. The other essays were written especially for this volume. In addition to being current, the articles are very readable—due no doubt in part to the original lecture format. The seven sections each contain an article by a philosopher and one or more articles by business professors, social critics, or lawyers. In most cases sharply contrasting viewpoints are presented. GP does not contain the complete, in-depth philosophical treatment of business issues that BB provides, and it does not place contemporary issues in a historical-philosophical framework as DW does; the instructor will have to supply some background philosophical material, along with case studies, if he uses this anthology. However, the low cost of the paper edition of GP enables the instructor

to supplement it with an introductory ethics text that contains more ethical theory than that found in either BB or DW. This leaves one with the task of integrating two texts—an unnecessary task if either BB or DW is selected. On the other hand, the readability of GP's articles, their relevance, controversial nature, and capacity to foster classroom discussion, facilitate easy integration with several introductory ethics texts.

The first two essays in GP, written by the editors, provide a general introduction to the broad issue of capitalism and morality. De George argues against moral relativism, provides considerations in favor of moral as well as legal restrictions being placed on business, suggests that economic systems can be morally evaluated, and concludes by arguing that Marxists have failed to show that capitalism is inherently immoral. Pichler sets out a very clear account of capitalism's preconditions and the Constitutional basis of free enterprise. Both articles are clearly written and provide a good locus for discussion.

The next three essays take up the question of whether capitalism is compatible with social justice, with distinctly different views offered by Michael Harrington, Irving Kristol, and John Hospers. These excellent articles are sure to elicit sustained classroom discussion. Between the broad issue of economic justice and specific ethical issues that arise within the present business system stands the general issue of corporate social responsibility. Although GP omits this important topic, the instructor can make Milton Friedman's "The Social Responsibility of Business is to Increase its Profits" available to students, and tie the discussion of this article to GP's fine coverage of economic justice.

The remaining chapters address specific ethical issues in the context of our present business system. Chapter III contains a summary of the present state of American law on preferential hiring and an article by William Blackstone on the justice of preferential treatment. Although Blackstone's article ties in nicely with

GP's earlier discussion of free enterprise and justice, its coverage is far less systematic than discussions of preferential hiring in BB and DW. Again, the instructor will have to supply background material for a comprehensive account of this topic. The next section, on ethical considerations in public sector strikes, falls in the area of public policy rather than business ethics, but some instructors will want to examine Victor Gotbaum's claim, that there is no inherent difference between the public and private sectors, as a way of introducing the private/public controversy. Chapter V contains two fine articles on advertising: a sharp defense of free-market advertising by the economist Phillip Nelson, and a general account of moral obligations in advertising by Burton Leiser. The sixth chapter provides five solid articles on responsibility. John Lachs structures an interesting account of responsibility around his analysis of the concept of ownership. This article provides a framework for papers on conflicts of interest in business and public service, and the merits of codes of conduct in business and the professions. Chapter VII extends the theme of responsibility, with a focus on obligations to future generations.

Instructors interested in GP and, more generally, anyone developing or presently teaching a business ethics course, should contact Professor De George for a copy of his booklet *Moral Issues in Business*. Developed under a NEH grant, this 91 page booklet outlines a course based upon Paul Taylor's *Principles of Ethics* (Dickenson, 1975), and GP. The Taylor text is used first for a discussion of basic approaches to moral reasoning. GP is then employed to introduce general issues in business ethics, e.g., the justice of economic systems, and specific topics that arise within the context of our present economic system. De George's excellent booklet contains detailed comments on how to structure such a course, along with assignments, questionnaires, tests, and samples of Codes of Professional Conduct. It clearly indicates that a first-rate undergraduate business ethics course can

be based upon GP. While they last, free copies of *Moral Issues in Business* can be obtained from Professor Richard T. De George, Department of Philosophy, The University of Kansas, Lawrence, Kansas 66045.

Many business schools are now interested in a course on business and society. In some cases the emphasis will be on managing corporate social responsibility, with detailed attention to topics such as implementation of the corporate social audit. This sort of course lies in the province of the Management Department. But a broader course, anchored in moral concerns, may be requested, and philosophers may be invited to offer, or team-teach, such a course in either the Humanities Department (as a service course to business students) or the Business School itself. *Issues in Business and Society*, edited by Steiner and Steiner (SS), is worth considering for a course that is designed almost exclusively for undergraduate business students.

A major virtue of SS is its scope. It covers: past and present criticisms of capitalism; perspectives on business power; corporate social responsibility; moral relativism; corporate ethical standards; multi-national corporations; the environmental and energy crises; consumerism and marketing; relations with minorities; governmental regulation; economic growth; national economic planning; and the future of the corporation and capitalism. SS is also current: 56 of its 60 articles were written during the 1970's. Since only one of SS's articles is authored by a philosopher, a companion text on ethics is required. Having used SS, however, we can attest to the fact that its readings (by business professors, lawyers, corporate executives, and a variety of public figures and social critics), when combined with an introductory ethics text to provide some theoretical background, generate plenty of philosophical classroom discussion.

From a businessperson's standpoint, SS's coverage of the topic of social responsibility is very thorough. It devotes 80 pages to past and current criticisms of

corporations and capitalism, 50 pages to various perspectives on business power, and 36 pages to contemporary social values and the role of business in modern society. These articles provide a context for 47 pages on the contemporary social responsibility debate. Written by business professors and social critics, the essays do not present the philosophical perspectives provided in the other texts reviewed, but they do enable the instructor to introduce philosophical issues in the context of writing that is relevant to and understandable by business students.

The section on business and minorities also may have more appeal to business students than the somewhat abstract discussions of preferential hiring found in texts edited by philosophers. SS contains a lengthy article by William Brown, former chairman of the Equal Employment Opportunity Commission, on the types of discrimination that occur and what the courts and government can and will do about them. Another article discusses the EEO program at General Electric, and a third discusses managerial differences between men and women. The articles are clear, controversial, and provoke considerable discussion. Their major drawback is that they are philosophically thin, leaving the instructor with the task of introducing a considerable amount of background material.

To summarize, from the available business ethics texts we have reviewed four which we believe merit consideration for classroom use. For a theoretically oriented upper-division and/or graduate course, we recommend BB, with its balanced, comprehensive, and detailed account of most of the contemporary issues in business ethics. DW is a good selection for instructors seeking to combine classical material in selected areas of ethics with quality essays from the current business ethics literature via the case study approach. Those who choose not to use the case study method, but to present a variety of different models of moral reasoning, along with a selection of current articles in business ethics, should consider GP supplemented with an in-

troductory ethics text. SS is satisfactory for a service course oriented almost exclusively to business students, where the aim is to consider a wide range of general business-society relationships. □

Justice and Economic Distribution,

John Arthur and William H. Shaw, eds.
Prentice-Hall, 1978, 262 pages, pbk.

Joseph P. DeMarco
Cleveland State University

In this country teaching and writing about the theory of distributive justice is clearly dominated by the recent work of Rawls and Nozick, and by material from the utilitarian tradition. The approach taken is usually highly abstract, with little concern given to practical application; further, the theory of distributive justice is almost always restricted to the intranational level either as a simplifying device or else for substantive reasons. Other views on distribution questions are expressed in the literature—full egalitarianism, desert, moral worth and the socialist model—but these are presented as in opposition to the three dominant theories and tend to be poorly developed beyond the intuitive level.

It is, of course, difficult to know the extent to which this accurately characterizes the current condition in the philosophical community; it almost precisely describes the content of *Justice and Economic Distribution*. Indeed, it is difficult to imagine a better introduction, manageable in the confines of a single college course, to the dominant philosophical approach to distributive justice. As such, this collection is first rate: After a solid introduction by the authors, they present selections from Rawls and Nozick and two essays by authors writing in the utilitarian tradition (J. C. Smart and R. M. Hare), but with interesting diversions from classical utilitarianism.

Part II contains essays on merit, con-