

Business ETHICS

March/April 1991

VOLUME 5, NUMBER 2

COVER

Illustration by Lee Christianson.

CO-FOUNDERS

Marjorie Kelly: Editor and Publisher
Miriam Kniaz: Chief Operating Officer

Mark Simonson: Art Director
Ranja Yusuf: Production Assistant
Pat Thompson: Stabilizing Influence

Joey Johnson: Customer Relations Director
Deborah Bihler: Assistant Editor
Mary T. Carlson: Publishing Consultant
Cari Lutz: Editorial Intern
Quyen Tran: Office Assistant
Laura Merrell: Advertising Assistant

Doug Wallace: Columnist
Craig Cox: Contributing Editor

ADVERTISING OFFICES

General: *Miriam Kniaz*: 612/448-8864
West Coast: *John Raatz*,
The Visioneering Group 213/395-4416

EDITORIAL ADVISORY BOARD

Dr. Kenneth Blanchard, author, *The Power of Ethical Management*

Frank Burns, President, Metasystems Design
Dr. Donald M. Clark, President and CEO,
National Association for Industry-
Education Cooperation

Ben Cohen, Co-Founder, Ben & Jerry's
Paul Freundlich, Founder, Coop America
Kirk O. Hanson, Business Enterprise Trust
Hazel Henderson, Futurist and economic analyst
W. Michael Hoffman, Director, Center for

Business Ethics, Bentley College
Kenneth Goodpaster, Koch Professor of Business
Ethics, University of St. Thomas
Thomas Kaney, VP Human Resources,

SmithKline Beecham
Stanley Karson, Director, Center for Corporate
Public Involvement

Dr. Robert Kramarzuh, Dept. of Business
Administration, University of St. Thomas
Doug Kruschke, President, InSynergy Inc.
Kathleen Laughlin, labor historian, Ohio State
University

Virginia Moran, socially responsible investment
counselor

Dr. Gail E. Mullin, Dean, College of Business
and Public Administration, Old Dominion
University

Dr. Nel Noddings, Stanford University; author,
*Caring: A Feminine Approach to Ethics &
Moral Education*

William C. Norris, Founder and Chairman
Emeritus, Control Data

Harrison Owen, President, H.H. Owen & Co.
Michael Phillips, Founder, Noren Institute
David Schmidt, Director, Trinity Center for
Ethics and Corporate Policy

Robert L. Schwartz, Founder, Tarrytown
Conference Center

Joan Shapiro, VP, South Shore Bank
Timothy Smith, Exec. Director, Interfaith
Center on Corporate Responsibility

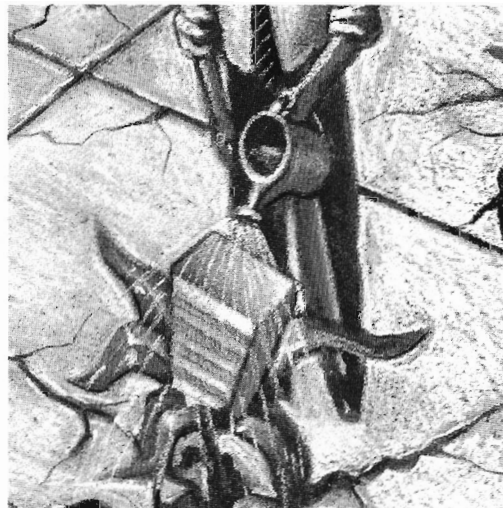
Dr. Barbara Ley Toffler, Resources for
Responsible Management

Doug Wallace, Director, Center for Ethics,
Responsibilities and Values, College of St.
Catherine

Michaela Walsh, Founder and President,
Women's World Banking

Lucien Wulsin, Chairman, Naropa Institute
Thomas Wyman, Former Chairman and CEO of
CBS

Business Ethics is indexed in the
Alternative Press Index.



Vice President of the Environment

by *Larry Reynolds*

A new job title is popping up on executive doors. ▶ 22

Can Business Help the Underclass?

by *Craig Cox*

Businesspeople are reaching out to the underprivileged in ways that would have seemed utopian twenty years ago. ▶ 16

Can Ethics Be Taught?

a Conversation with *Dr. Kenneth Goodpaster*

The state of teaching business ethics today. ▶ 26

TREND WATCH

TECH WATCH: Bioremediation, the dark side
of technology. ▶ 10

PROJECT WATCH: Celebrating excellence in human
resources, environmental studies across the nation. ▶ 11

GOVERNMENT WATCH: Nude pictures as harassment, San
Francisco regulates VDT terminals. ▶ 11

NOT BUSINESS AS USUAL

Taking Values to the Bank

A look at socially responsible banks. ▶ 12

The Electronic Commons

Computer conferencing as a tool of democratic
management. ▶ 14

Words from The Wise

by *Deborah Bihler*

How will social responsibility fare in the recession? ▶ 33

MUSINGS

Against Cynicism

by *James O'Toole*

A tale of the Business
Enterprise Trust awards. ▶ 6

WORKING IDEAS

compiled by *Cari Lutz*

What's free and green?

The art of open books,
businesses for peace,
Johnson & Johnson &
families. ▶ 8

WHAT WOULD YOU DO?

The Good Grey Man

by *Doug Wallace*

How do you give a
reference for someone you
don't like? ▶ 30

THE ECOLOGICAL OFFICE

Paper Pushers, Unite

by *Deborah Bihler*

Tips on using recycled
paper. ▶ 34

BOOKEND

The Soul of Economies

by *Denise Breton* and
Christopher Largent

We create our own
economies, we can change
them. ▶ 38

LETTERS TO THE EDITOR ▶ 4

SOCIALLY RESPONSIBLE BUSINESS DIRECTORY ▶ 35

CALENDAR ▶ 37

The mission of *Business Ethics* magazine is to promote ethical business practices, to serve that growing community of professionals striving to live and work in responsible ways, and to create a financially healthy company in the process.

Business Ethics (ISSN 0894-6582) is published bi-monthly by Mavis Publications, Inc., 1107 Hazeltine Blvd. Suite 530, Chaska, MN 55318. Second-class postage paid at Chaska, MN 55318. Subscription rates: U.S. \$49; foreign \$59. Copyright ©1991 by Mavis Publications, Inc. Contributors: Please write for editorial guidelines, or query with article ideas. Unsolicited manuscripts must be accompanied by return postage. Subscriptions and editorial correspondence should be addressed to *Business Ethics*, 1107 Hazeltine Blvd. Suite 530, Chaska, MN 55318. Phone 612/448-8864. Postmaster: Send address changes to *Business Ethics*, 1107 Hazeltine Blvd., Suite 530, Chaska, MN 55318. ✉