

Business Ethics

THE MAGAZINE OF SOCIALLY RESPONSIBLE BUSINESS

JULY/AUGUST 1996

VOL. 10, NO. 4

INTERVIEW

26 Scott Adams

America's cartoon king, the creator of Dilbert, discusses nude interviews, getting fired over the phone, and the importance of sex, pain, humor, and money.

OPINION

8 Letters

Dee Hock's objectives; A corporate villain; Not H.B. Fuller.

10 Musings: Marjorie Kelly

Businesses are obligated to avoid complicity with tyrants.

44 Oxymoron: Dawn-Marie Driscoll

Don't confuse legal standards with ethical standards.

NEWS, TRENDS & FEATURES

6 Front Lines

- ▶ Blue Fish Clothing maxes out its first public offering.
- ▶ Wine label standoff.
- ▶ Nonprofit outfits welfare recipients for job interviews.

12 Trend Watch

- ▶ 3M Media drops tobacco advertising.
- ▶ Ford puts the disabled in the driver's seat.
- ▶ Clinton and corporate responsibility.
- ▶ Phone books from rain forest timber.

18 A Growing Dilemma

Yakima Inc.'s new owner moves production to Mexico, creating concern within its community.

22 Retailing Rage

Mark Juarez built a \$20 million company making smiley-face massagers.

DOUBLE YIELD

30 Blue Chip Review

Should you invest in big oil today?

32 Street Signs

A lot is brewing at Celestial Seasoning.

34 Marked to Market

It's time to reinvest in South Africa.

MANAGEMENT

37 Books:

Reviews of *The Price of a Dream*, *Give Us Credit*, *Pop Internationalism*, *Climate Change and the Financial Sector*, *Mirage*, and *Japan Under Construction*.

40 Working Ideas:

Helping co-workers heal; Lighten those dog days of summer.

42 What Would You Do?

A supplier threatens blackmail.



Scott Adams
creator of Dilbert

"Mission statements. Next to casual day it's the cleanest example of something with no value."
P. 26



Customer loyalty generates \$4 million for Blue Fish Inc. in a first-time public offering. P. 6



Don Banducci (left)
Yakima co-founder

"If I wanted to keep Yakima as my personal canvas, I never should have sold out." P. 18

COVER PHOTOGRAPH BY LORI EANES.