Preface — Why?

Chapter 1: What is Business?

What is Business?
This is Water
Being Your Best Self, Part 1: Moral Awareness
Being Your Best Self, Part 2, Moral Decision Making
Being Your Best Self, Part 3: Moral Intent
Being Your Best Self, Part 4: Moral Action
From Judaic Texts
From the Atharva Veda
From The Bible
From the Quran
Hammurabi’s Code
I, Pencil

Chapter 2 — Ethical Schools of Thought

Would Socrates drive a Ford?
Fundamental Moral Unit
Monkey Reaction to Fairness Experiment
Introduction to Ethical Schools of Thought
Nicomachean Ethics, by Aristotle - part 1
Nicomachean Ethics, by Aristotle - part 2
Groundwork of the Metaphysics of Morals, by Immanuel Kant - part 1
Groundwork of the Metaphysics of Morals, by Immanuel Kant - part 2
Utilitarianism, by John Stuart Mill - part 1
Utilitarianism, by John Stuart Mill - part 2
The Adventures of Huckleberry Finn, by Mark Twain
Ethical Decision Framework: FISH SEDER
Ford Pinto Case
Chapter 2 Quiz

Chapter 3 — Individual's Ethical Development

Should I work for the gun, adult entertainment, or the food industry?
Moral Imagination
Ethics and Decision Making
Ethics and Social Psychology
"The Grand Inquisitor," by Fyodor Dostoyevsky - part 1
"The Grand Inquisitor," by Fyodor Dostoyevsky - part 2
The Prince, by Niccolo Machiavelli
The Empathetic Civilization, by Jeremy Rifkin
"Invictus," by William Ernest Henley
Eichmann in Jerusalem, by Hannah Arendt
Chapter 3 Quiz

Chapter 4 — Leadership
Introduction
Ray Lewis Inspirational Speech: Stanford Basketball
Obedience to Authority
Henry V, Act IV, Scene III
"Inside the Pixar Braintrust," by Ed Catmull
Commencement Speech at Barnard College (2011) by Sheryl Sandberg
"Letter from Birmingham Jail," by Martin Luther King Jr.
Chapter 4 Quiz

Chapter 5 — Power
Introduction
Role Morality
From The Lord of the Rings, by J.R.R. Tolkien
From The Lord of the Rings, by J.R.R. Tolkien, part 2
Lord of the Flies, by William Golding
Animal Farm, by George Orwell
Ozymandias,' by Percy Bysshe Shelley
Chapter 5 Quiz

Chapter 6 — Social Institutions
Why do individuals get together to form communities, governments, businesses?
Moral Myopia
"Of Man, Being the First Part of Leviathan," by Thomas Hobbes - part 1
"Of Man, Being the First Part of Leviathan," by Thomas Hobbes - part 2
The Second Treatise on Civil Society, by John Locke - part 1
The Second Treatise on Civil Society, by John Locke - part 2
Supplement to the Voyage of Bougainville, by Denis Diderot
Coriolanus, Act I, Scene I
"Man, Society, and Freedom," by Mikhail Bakunin
Chapter 6 Quiz

Chapter 7 — Institutional Failure
Why can’t we all just get along?
Moral Agent and Subject of Moral Worth
The Tower of Babel - Genesis 11:1-9 (NRSV)
"The Tragedy of the Commons," by Garrett Hardin
Winston Churchill, speech delivered at the University of Zurich, 19 September 1946
An Enemy of the People, Act III, by Henrik Ibsen
Chapter 7 Quiz

Chapter 8 — Institutional Success
How do I get people to do what I need them to do?
Moral Muteness
The Wealth of Nations, by Adam Smith
Governing the Commons, by Elinor Ostrom
Schuman Declaration
Chapter 9 — Institutional Ethics
Institutional Ethics
Framing
Greed is Good
The Jungle, by Upton Sinclair
Ten things we know to be true
All My Sons, Act 2, by Arthur Miller
All My Sons, Act 3, by Arthur Miller
"Guernica," by Pablo Picasso
Chapter 9 Quiz

Chapter 10 — Understanding the Tools
What tools do I have at my disposal?
Loss Aversion
Fahrenheit 451, by Ray Bradbury
Parents’ Day, by Paul Goodman
The Speech for Quintius Roscius The Actor, by Marcus Tullius Cicero
Chapter 10 Quiz

Chapter 11 — Using the Tools
Does it really take 10,000 hours to become an expert?
Fundamental Attribution Error
"Line and Color," by Isaac Babel
The Art of War, by Sun Tzu
Mein Kampf, by Adolph Hitler
The 7 Habits of Highly Effective People, by Stephen Covey
Chapter 11 Quiz

Chapter 12 — Globalization
Can a butterfly really cause a typhoon?
Self-Serving Bias
"Ulysses," by Alfred Lord Tennyson
"The White Man's Burden," by Rudyard Kipling
"The United Fruit Company," by Pablo Neruda
"Jihad vs. McWorld," by Benjamin Barber
"It's a Flat World, After All," by Thomas Friedman
Chapter 12 Quiz

Chapter 13 — Global Responsibility
Who is owed what?
Tangible and Abstract
Silent Spring, by Rachel Carson
"The Social Responsibility of Business is to Increase its Profits," by Milton Friedman
Chapter 14 — Putting the Pieces Together

Where will you go from here?

Two Questions That Can Change Your Life

"How Much Land Does a Man Need," by Leo Tolstoy

The Little Prince, by Antoine de Saint-Exupéry

Dialogues of the Dead, by Lucian

Stanford Commencement Speech 2005, by Steve Jobs

Chapter 14 Quiz