
Reviewed by
Ellen McIntire
Office of Ethics and Compliance
Raytheon Company

Professor Weiss provides a straight-forward, easy to read book with a practical methodology that combines a stakeholder approach with issues management methods and ethical analysis to examine complex organizational, societal and global issues. The book has been used by companies, graduate and undergraduate classes, and professional associations because of its wide ranging scope, interesting narrative style, and actionable decision steps.

Other distinguishing features of the book include 1). A management perspective that relates ethics to strategy, structure, culture, and human resources; 2). A global perspective that deals with current national, multinational, transnational, and cross-cultural ethical conflicts and issues; and 3). A pragmatic approach that integrates contemporary and classical research theory to individual, organizational, industry, and societal problems.

The eight chapters and 22 cases comprise a comprehensive, detailed coverage of micro and macro-level ethical topics: Ch. 1: Business Ethics, the Changing Environment, and Stakeholder Management, Ch. 2: Ethical Principles, Quick Tests, and Decision-making Guidelines; Ch. 3 Stakeholder and Issues Management Approaches; Ch. 4 The Corporation and External Stakeholders, Corporate Governance, From the Boardroom to the Marketplace; Ch. 5 Corporate Responsibilities, Consumer Stakeholders and the Environment; Ch. 6 The Corporation and Internal Stakeholders: Values Based Moral Leadership, Culture, Strategy and Self-Regulation; Ch. 7 Employees and Stakeholder Management; and Ch. 8 Business Ethics and Stakeholder Management in the Global Environment.

An sample of the diversity of cases include Bernie Madoff’s Ponzi scandal, Cyberbullying, Genetic Discrimination, the BP oil explosion and crisis, Google Books, Google in China, Conscious Capitalism, Goldman’s Sachs’ Hedging a Bet, Wal-Mart: Challenges with Gender Discrimination, Fracking, Neuro marketing, Sweatshops, Pre-employment Screening and Facebook.

The author’s thoughtful and conscientious way of explaining complex

1 Professor of Management, Bentley University, Waltham, MA
issues in understandable terms is noteworthy. I know that this book is being used by graduate and undergraduate university classes nationally and internationally, as well as by practitioner oriented institutes as noted earlier. The University of Phoenix adopted it among many leading competitors as a teaching text. The book is an educational read, apart from being a “text,” because of its depth and scope of detailed yet big picture subject matter. If ethics is a ubiquitous topic, Professor Weiss has demonstrated that here.

Announcements

The CYRUS Institute of Knowledge (CIK)-The American University in Cairo Joint 2016 Conference

Entrepreneurship, Responsible Management, and Economic Development – Cairo, Egypt, March 15-20th, 2016

CYRUS Institute of Knowledge (CIK), Cambridge, MA, USA and the School of Business, The American University in Cairo (AUC), Egypt invite you to participate in the joint School of Business-CIK 2016 Conference. We welcome participation of faculty, students, policy makers, business community, civil society, and regional development leaders. The list of conference co-sponsoring international institutions is below.

Conference Date: March 15-17th, 2016
Workshops: March, 18-20, 2016
Location: The American University in Cairo, Egypt

Extended Deadline to Submit Abstract: January 15th, 2016

Scholars and practitioners are invited to submit an Abstract for an in-person paper presentation and workshop related to the conference theme and preferred topics of interest listed below. Abstracts should be about 500 words and include a specific research question (aims and objectives), methodological approach, and results. Proposals submitted will undergo a double-blind peer review process. Accepted proposals will be published in the conference proceedings in electronic format. The best papers will be double-blind reviewed for possible publication in the CIK Electronic Journal, the CYRUS Chronicle. Full paper submission is optional for the conference.

We welcome participation from public and private sectors to attend the conference. Participants will find presentations enlightening and enriching their personal and professional life. Additionally, there will be significant opportunities for networking. To register for the conference please check: http://www.cyrusik.org/conference2016/registration.

Preferred Topics are:
Entrepreneurship, Family-owned Enterprises, Social Entrepreneurship, Women Entrepreneurship, SMEs, Innovation, Responsible Management, Corporate Governance, Economic Development, Sustainability, and Leadership. The workshops objectives are to provide practical implications for teaching, research, and public policies.
For additional inquiry about the conference please contact us at: CIK2016@aucegypt.edu or Contact@Cyrusik.org. For additional information about CIK and AUC-School of Business please visit: http://www.cyrusik.org/, http://www.aucegypt.edu/business/pages, respectively.

Conference Co-chairs
Dr. Nader Asgary, President of CIK and Professor of Management and Economics, Bentley University, Waltham MA, USA, Dr. Tarek Hatem, head of Entrepreneurship and leadership unit and Professor of Entrepreneurship and Strategy, School of Business, The American University in Cairo, Egypt.

Academic Committee
Dr. Samer Atallah, Assistant Professor of Economics, School of Business, The American University in Cairo; Dr. Nizar Becheikh, Associate Dean for Graduate Studies and Research and Professor of Strategy and Innovation Management, School of Business, The American University in Cairo, Egypt;
Dr. Shariar Khaksari – Member of Board of Director of CIK and Professor of Finance, Suffolk University,

Professor Tagi Sagafinejad, Professor Emeritus, Loyola University Maryland and former Radcliffe Killam Distinguished Professor, Texas A&M International University;

Dr. Massood Samii, Member of Board of Director of CIK and Professor of International Business department, Southern New Hampshire University, New Hampshire University, USA. The conference co-sponsoring international institutions are:

- The American University of Cairo, Cairo - Egypt
- Bentley University – USA
- Southern New Hampshire University – USA
- Suffolk University – USA
- University of Stellenbosch – Bellville Park Campus – South Africa
- Uninove University (São Paulo) – Brazil

The manuscript should start with a page that includes the title and an abstract of up to 500 words. This should not contain any information that identifies the author(s).

Keywords: Include five keywords

Body of the paper:

Introduction: state clearly the objective of the paper and its research approach and method.

Literature Review: limit this to the articles, books, and other sources that have a direct relationship to the paper’s subject.

Theoretical Model: explain the potential usefulness of any theoretical model used.

Empirical Section: provide appropriate citations to the statistical methods and procedure used.

Conclusion: summarize key findings, their importance to the field, and any potential for further research.

Type should be 12-point Times New Roman. Pagination should start with the Abstract Page. Use endnotes instead of footnotes; they should be concise. Citations to the literature should be included in the text, not in the endnotes, for example: “Several
studies (AAA and & BBB, 1976; CCC, 2003a, 2003b) concur with this finding”.

For articles with three or more co-authors, cite the first author’s last name followed by “et al.” For a direct quotation give author’s last name, date and page number, for example, “XYZ, 2000, 50”. Figures and tables should be placed at the end.

References/Citations:

Journal/periodical articles


Books


Chapter in Edited Book