

Index

- Action sequence 5
- ADP Screening and Selection Services 40
- Adversarials 206–210, 212, 217
- Alcohol 35, 37, 44, 51–53, 55, 188, 199, 200, 211
- Allstate Insurance 223
- Amoco 223
- Apple Computers 189, 264
- Appreciative Inquiry 205, 217–220
- American Express 263
- American Institute of Certified Public Accountants (AICPA) 98, 165
- American Institute of Philanthropy 269
- Arthur Andersen 49, 62, 69, 115, 132, 133, 160, 161, 183, 185, 210, 212, 245, 282, 283
- Assessment 26, 59, 60, 69–75, 97, 101–104, 118–124, 130, 158, 168, 192–194, 198, 233, 234, 237, 242–245, 259, 260, 271, 278, 282,
- Background Checks 37, 40–41, 43–45
- Bass, Carl 132, 185, 210
- Baxter International 255
- Ben & Jerry's 263, 281
- Benchmarking 24, 102, 118, 135, 180, 191, 192, 240, 253, 254
- Best Buy 99
- Board of Directors 13, 99, 160, 161, 184, 185, 211, 227, 228
- Bullying 23, 37, 46–48, 116, 245
- Capitalism 17, 20–24, 31, 63, 87
- Causey, Richard 132, 133, 160, 185, 245, 246
- Caux Round Table 63
- Civil Rights Act (Title VII) 38
- Co-op America 234
- Coca-Cola 105–107

Index

- Codes of Conduct 30, 60–63,
65, 66, 74, 77, 101–108, 114,
123, 158
- Codes of Ethics 25, 30, 60–67,
70–75, 78, 99, 101–103, 108,
117, 123, 158–161, 163, 165,
168, 184, 191–193, 237
- Communication Style 140,
147–151
- Competitive advantage 7–10, 41,
128–130, 133, 134, 137,
234–237, 241, 260–262,
273
- Conscience 23, 24, 31, 50, 59,
60, 75, 108
- Conscientiousness 37, 46, 47,
102, 115, 116, 179
- Converse 264
- Cooper, Cynthia 172, 173
- Cooperatives 227, 228
- Coors 100
- Corporate Philanthropy Index
278
- Cultural Relativism 82, 85–87
- Delegation Training 188
- Dell 264
- Deontology 82, 89–91
- Discrimination 12–16, 38, 39,
48, 139, 143, 167, 181
- Diversity Exercises 128,
140–151
- Drugs 37, 44, 51–55, 188, 199,
200
- Duncan, David 132, 160, 161,
185, 245, 283
- Egoism 82–84, 92, 93
- Employee Assistance Programs
(EAPs) 188, 209
- Employee Stock Ownership
Plans (ESOP) 226, 227
- Enron 21, 62, 67, 87, 99, 103,
113, 131, 183, 210, 245,
282
- Enron cases 6–7, 22–23, 48–49,
67–69, 88–89, 114–115,
131–133, 160–161, 184–185,
210–212, 245–247, 282–283
- Equal Employment Opportunity
Commission (EEOC) 14, 15,
135, 139, 146
- Equal Exchange 228
- Ethical Dilemma Narrative
108–110
- Ethical Hazard Approaching
Signs 94, 102, 115
- Ethical Theories 81–90
- Ethics 161
- Ethics Assist Lines (Hotlines)
165–168
- Ethics Compliance Program
24–27
- Ethics defined 4
- Ethics Resource Center 12, 14,
156
- EthicsPoint 167, 168
- Environmental Management
System (EMS) 235, 241–244,
256
- Environmental Risk 235,
242–244, 256
- Executive Liars Index 41

Index

- Facebook 44, 45
 Facilitating 71, 100, 101,
 109–113, 123
 Fairness 9, 35, 64, 66, 78, 133,
 161–165, 180–182, 185, 186,
 198, 201, 202, 206, 208, 247,
 275, 279, 282
 False Claims Act 169–171
 Fastow, Andy 68, 69, 88, 114,
 115, 131–133, 160, 161, 184,
 185, 210, 211, 245, 283
 Federal Sentencing Guidelines
 20, 24–27, 157
 Fence-Sitters 206–210, 212,
 217
 Forgiveness 41, 201, 202
 Freedom (liberty) 17, 20–24, 31,
 117, 159, 206–209, 228

 Gap 264
 Gas Bank 21–23, 48–49, 67–69,
 88, 89, 131
 Gates, Bill 16, 182, 263
 General Electric 182
 GlobalGiving 271
 Global Reporting Initiative
 (GRI) 255, 279
 Go-Getters 206–212, 217,
 222, 226, 238, 239, 276,
 277, 282
 Goals 29, 30, 66, 116, 134–137,
 178, 179, 183–188, 191, 195,
 198, 200, 202, 212, 224, 236,
 253, 254, 266, 270, 274, 278,
 281
 God 23, 24

 Google 43, 189
 Great Place to Work 180, 181

 Habitat for Humanity 265, 276
 Hallmark 264
 HCT Technology 196
 Hughes Aircraft 189

 Ideal Employee 102, 117–121,
 191–195
 Integrity Tests 37, 40, 45–47

 Jeopardy 101, 103
 Josephson, Michael 94, 115
 Justice 17, 23, 24, 31, 61, 90,
 164, 181

 Kellener, Herb 182
 Kiva 271, 272
 Klinke Cleaners 272
 Kohlberg, Lawrence 79
 Kopper, Michael 113–115, 131,
 211

 Lay, Ken 6, 22, 48, 49, 67, 87,
 88, 114, 115, 160, 161, 185,
 210, 211, 245, 246, 282, 283
 Leadership in Energy and Envi-
 ronmental Design (LEED)
 251–253
 Lies 11, 12, 20, 40, 43, 51, 183
 Locus of Control 102, 115–117

 Machiavellianism 102, 115–117
 Management-By-Objectives
 (MBO) 187

Index

- Mark-to-Market Accounting
 48, 49, 67
 McKinsey Consulting 22,
 189
 Meditation 188–190
 Mercantilism 17, 20, 21
 Microsoft 182, 225
 Motorola 264
 Myers-Briggs Type Indicator
 130, 141
 MySpace 44, 45

 Nabisco 272
 National Association of Realtors
 98
 National Association of
 Securities Dealers Automated
 Quotations (NASDAQ) 62
 National Association of Social
 Workers (NASW) 61
 National Specialty Insurance
 (NSI) 76, 126
 Natural Step (The) 236, 241,
 247, 253, 256
 New York Stock Exchange
 (NYSE) 62
 Nonprofits 4, 24, 163, 167, 228,
 262–274, 279, 281, 282

 Office Depot 250
 Ombudsman 156, 161–165,
 168
 Open Book Management 223,
 224, 228
 Optimal Ethics Systems Model
 20, 28–32

 Organizational Citizenship
 Behavior (OCB) 37, 46, 47,
 102, 115, 116

 Packaging Waste 250, 251
 Performance Appraisals 118,
 136, 167, 178, 179, 190–198,
 202
 Personality 37, 39, 45–47, 102,
 115–117, 130, 141,
 Pfizer 267
 Philanthropy 264, 269, 272–275,
 278–280
 PNC Financial Services Group
 265
 Polygraph Tests 37, 51, 54, 55,
 199
 Problem-Solving 30, 31, 79, 80,
 129, 137–140, 159, 212–216,
 220, 248
 Profit Sharing 224, 225
 Putnam Investments 165

 Quiet Time 189

 Rand, Ayn 83
 Raytheon's Ethics Quick Test
 78, 79
 (RED) 264
 References 37, 40–43, 47, 55
 Resumes 37, 40, 41, 43
 Rotary International Four-Way
 Test 78

 Sabbaticals 265–267
 Salesforce.com 263

Index

- Sarbanes–Oxley Act 62, 157, 172
 Scanlon–Type Gainsharing Plan 221–223
 Scholastic Books 272
 Sears 166
 Securities and Exchange Commission (SEC) 49, 67, 113, 115, 172, 210, 212, 282, 283
 Sexual Harassment 14, 15, 50, 140, 146, 147
 Skilling, Jeff 17, 21, 22, 48, 49, 68, 88, 89, 114, 132, 160, 161, 184, 185, 210, 211, 245
 Smith, Adam 17, 20, 21, 23, 31, 83
 Social Dominance Orientation (SDO) 37, 46, 47, 55, 102, 115, 116
 Social Group Relativism 82, 84, 85, 91
 Southwest Airlines 182
 Special Purpose Entities (SPEs) 67–69, 88, 114, 131, 132, 160, 161, 184, 185, 210, 211, 283
 Sprint 223
 Starbucks 66, 67, 237, 238, 281
 Stress Management 180, 187–190, 266
 Stock Options 6, 107, 225–227
 Surveys 8, 10, 12, 14, 16, 40, 45, 47, 48, 52, 53, 70–74, 98, 100, 102, 115–121, 156, 179, 180, 183, 192–195, 237, 278, 279
 Teams 14, 47, 61, 64, 100, 103, 108, 112, 113, 182, 193, 206, 207, 212–225, 240, 247, 248, 263, 265, 276, 277, 282
 Timberland 264, 276, 281
 Time Management Training 189
 Tips and Techniques 10–11, 30–31, 42–43, 66–67, 93, 112, 137, 158–159, 192, 223–224, 250, 264–265
 Total Quality Management of Ethics 29–31
 United States Department of Defense 104
 United Way 266, 269, 270, 271, 277
 Utilitarianism 82, 86–92
 Volunteer 121, 135, 263–267, 276, 279, 280
 Wal–Mart 990, 236, 262, 266, 268
 Watkins, Sherron 210, 211, 245
 Welch, Jack 182
 Wellness Programs 188
 Wendy’s 261
 Whistleblowing 156, 157, 168–173
 Who Wants to Be a Millionaire 101, 103, 104
 Xerox 13, 183

<http://www.pbookshop.com>

<http://www.pbookshop.com>

<http://www.pbookshop.com>