

Subject Index

A

- Abbott Laboratories, 422, (exh.) 475
- ABC, 443–444
- Abercrombie & Fitch, 345, 429
- Acid rain, 255, (exh.) 255
- Acquired immunodeficiency syndrome (AIDS), 501–508
- Adam’s Mark, (exh.) 350
- Ad hoc coalitions, 187
- Advanced Micro Devices, 81
- Advergames, 439
- Advocacy advertising, 196
- Affirmative action, 415–416
- AFL-CIO, 187, 386, (www) 402
- A.H. Robins, 16
- Air Canada, 211
- Air Transport Association, 187, 357
- Alcoa, (exh.) 282
- Alcohol abuse, 395–396
- Aligent Technologies, 81
- Allergan, 346
- Alliance for American Advertising, 439
- Alliance for Digital Progress, 186
- Alternative dispute resolution (ADR), 356
- Altria Group, (exh.) 376, 441
- Altruism, 96
- Amazon.com, (fig.) 283, 290, 387
- American Accreditation Health Care Commission, 291
- American Apparel Manufacturing Association (AAMA), 517
- American Bar Association, (www) 226
- American Business Collaboration for Quality Dependent Care, (www) 425
- American Civil Liberties Union (ACLU), (www) 402
- American Federation of State, County and Municipal Employees, (fig.) 200
- American Federation of Teachers, (fig.) 200
- American Financial Group, (fig.) 200
- American Institute for Certified Public Accountants (AICPA), 116, (exh.) 118
- American Lung Association, 253
- American Marketing Association □(AMA), 118, (exh.) 120
- American Psychological Association □(APA), 439
- American Trial Lawyers Association, 356
- Americans with Disabilities Act (ADA), 414, (fig.) 414, (exh.) 415
- Amgen, 61
- Amnesty International, 528, 538
- Anti-Phishing Working Group, 287
- Antitrust Improvements Act, (fig.) 213, 214
- Antitrust laws:
 - key issues, 215–217, (exh.) 217
 - major U.S. laws, enforcing, 212–215, (fig.) 213
 - objectives of, 210–212, (exh.) 212

AOL/Time Warner, 120, 220, (fig.) 283, 283
Apollo Group, 290
Apparel Industry Partnership (AIP), 515-516
Apple Computers, 81, 286
Archer Daniels Midland (ADM), 215
Argos, 118
Arthur Andersen, 450-451, 459-460
Asea Brown Boveri, 71
Asian Forum on Corporate Social
Responsibility, (exh.) 70
Association for Computing Machinery
(ACM), (exh.) 120
Association of Certified Fraud Examiners, 95
AstraZeneca, (exh.) 475
AT&T, 215, 218-219, 421
AT&T Wireless, (exh.) 171
Aventis, (exh.) 475
Avian (Bird) flu epidemic, (exh.) 109
AXA Sun Life, 346-347

B

Balanced scorecard, 79
Balancing work and life, 420-424, (exh.)
423, (exh.) 424
Bank of America, 370
Barlow et al. v. A.P. Smith Manufacturing, 51
Baxter International, 354
Bayer, 313, 314
BC Hydro, 17
Bell South, 218-219
Ben & Jerry's, 220
Better Business Bureau, (www) 360
Biodiversity, 242-244
Biotechnology, 279
Bioterrorism, 313
Blackboard, 208
Black College Reunion, (exh.) 350
Blockbuster, 308
Blogs, 285, 384
Board of directors, 324-326
Body Shop, 76, 532-533
Boeing, 36, 392
Bombardier, (exh.) 203
Boundary-spanning departments, 26-27, (fig.) 27
BP, (fig.) 141, (fig.) 208, 270, 328
Brady Corporation, (exh.) 81
Brent Spar, 531-532, 539
Bribery, 127-128
Brio Superfund site, 258
Bristol-Myers Squibb, (exh.) 475
British American Tobacco, 75-76
Broadcast Decency Law, 443
Brown & Williamson, 397
Brown & Wood, 113
Bundling, 199
Bureau of Alcohol, Tobacco and Firearms, (fig.) 174
Bureau of Consumer Protection, 343
Bureau of Indian Affairs, 192
Business and government:
conflicts, 163-169
cooperate, 163
influencing the relationship, 187-189

legitimacy, 164–165
 Business and society:
 dynamic environment, 18–20
 forces, (fig.) 18
 a systems perspective, 4–5, (fig.) 5
 Business and Society Initiatives Database, (exh.) 46
 Business ethics, 90–91, (fig.) 91
 Business Ethics magazine, 127, 357
 Business for Social Responsibility, U.S.
 (BSR), 68, (exh.) 70, (www) 83
 Business Roundtable, 123, 192, 199
 Business Software Alliance (BSA),
 305–306, (www) 316
~~BusinessWeek, 233, 335~~
 Buzz marketing, 211

C

California Public Employees Retirement
 System (CalPERS), 322
~~Case, 221~~
 Canadian Competition Tribunal/Act, 211
 CardSystems Solutions, 301
 Career Education Corporation, 290
 Carrying capacity, 238
 Cartels, 210
 Cato Institute, (www) 180
 Caux Roundtable, 58, 154
 CBS, 442, 443
 Celera Genomics Group, 309
 Cell phone regulation, 166–167
 Cemex, 64
~~Center for Globalization, 39, 30~~
 Center for Democracy and Technology, 352
 Center for Global Citizenship at Boston
 College, 69, 368, (www) 381
 Center for the Study of American Business, 175
 Central state control, 151
 CERES, 486
 Ceres Principles, (exh.) 246
 Charles Schwab, 304
 Chartered Financial Analysts (CFA), (exh.) 118
 Chase Manhattan, 220, 420
 Chevron, 209, 329
 Chi-Chi's, 429, 432
 Chief Information Officer (CIO), 304
 Child & Family Canada, (exh.) 444, (www) 446
 Child care, 421
~~Child Labor Act, 358~~
 Chroma Technologies, 127
 Chrysler, 220
 Ciba-Geigy, 224
 Cipla, 505
 Cisco Systems, 21–22, (exh.) 81, 288, (www) 304, 377
 Citigroup, 89, (fig.) 209, 219, 301
 Citizenship profile, 66–67, (exh.) 67
 Civic engagement, 366–367
 Civil Rights Act, (fig.) 414, 417
 Civil society, 155, (fig.) 156
 Class Action Fairness Act, 355
 Clayton Act, (fig.) 213, 213–214
 Clear Channel Communications, 442
 Clonaid, 311

Cloning, 311–313, (exh.) 312
 Coach, 208
 Coalition for Economic Growth and American Jobs, 31
 Coca-Cola, 33, 81, 124, 289–290, 327, 334, 372, (exh.) 436
 Collaborative partnerships, 156, 379–380
 Columbia/HCA, 298
 Comcast Communications, 443
 Command and control regulation, 258
 Commercial Alert, 211
 Committee to Encourage Corporate Philanthropy, (www) 381
 Commodities Futures Trading Commission (CFTC), 455
 Common Cause, (www) 204
 Common law, 165
 Commons, 232 (*See also* The Global Commons)
 Communications Workers of America, (fig.) 200
 Community:
 relations, 367–371, (exh.) 369
 relationship with business, 365–367, (fig.) 365, (exh.) 366
 Community Reinvestment Act (CRA), 368–369
 Community Right-to-Know Law, 260
 Compaq Computer, 12
 Competition policies, 221–222, (exh.) 222
 globalization and, 222–225
 Competitive intelligence, 35–36
 Compliance officers, 123–124
 Comprehensive Environmental Response Compensation Liability Act (CERCLA) (*See* Superfund)
 Computer Associates, 114–115
 Computer hackers, 302–304, (exh.) 303
 Conference Board, 372, 379, (www) 381
 Conflicts of interest, 97–98
 Conglomerate mergers, (fig.) 217, 218
 Conoco Phillips, (fig.) 209
 Constructive engagement, 152
 Consumer Federation of America, 344, (www) 360
 Consumerism:
 achievements, 359–360
 advocacy for, 343–345
 government protection, 346–351, (fig.) 347, (fig.) 349, (exh.) 350
 in the Internet age, 351–353, (exh.) 353
 product liability, 353–356, (exh.) 355
 reasons for, 344–345
 rights, 345
 Consumer hotlines, 358
 Consumer movement, 344–345
 Consumer privacy, 351
 Consumers International, 344, (www) 360
 Consumers Union, 314
 Convention on Biological Diversity, 231
 Cookies, 351, 352
 Co-operative Bank, 91–92
 Coors Brewing Company, 126
 Corporate/Business Ethics, (fig.) 159
 Corporate citizenship, 65–67, (exh.) 67
 awards for, 81–82, (exh.) 81
 comparative perspective, 72–74
 department of, 69
 global, 67–68
 limits of, (exh.) 73
 management systems, 68–69

- stages of, 69–72, (fig.) 71
- Corporate crisis, 432
- Corporate culture, 113–115
- Corporate foundations, 373–374
- Corporate giving, 371–376, (fig.) 372, (fig.) 373, (fig.) 375, (exh.) 376 □ in a strategy context, 376–378
- Corporate/Global Citizenship, (fig.) 59
- Corporate governance, 324–327
- Corporate mergers, 217–220, (fig.) 217, (fig.) 219
 - consequences of, 220–221
- Corporate philanthropy, 371
- Corporate political strategy, (fig.) 189
 - constituency-building, (fig.) 189, 196–198, (exh.) 197
 - financial-incentive, (fig.) 189, 193–196, (fig.) 195
 - information, (fig.) 189, 189–193, (fig.) 191, (exh.) 193
- Corporate power, 209–210, (fig.) 209, (fig.) 209
- Corporate Social Responsibility, 45–47, (exh.) 46
 - balancing multiple responsibilities, 55–58, (fig.) 56
 - charity principle, 48–49, (fig.) 48
 - debate, 50–55, (fig.) 50
 - evolving notion, 58–59, (fig.) 59
 - stewardship principle, 49–50, (fig.) 48
 - professional associations, (exh.) 70
- Corporate Social Responsibility Europe, (exh.) 70
- Corporate Social Responsiveness, (fig.) 59
- Corporate Social Stewardship, (fig.) 59
- CorpWatch, (exh.) 46
- Cost-benefit analysis, 173
- Council of Economic Advisors, 205
- Council of Institutional Investors, 332, (www) 339
- Covisint, (exh.) 217
- Crisis management, 432–434, (exh.) 433
- CRO magazine, (www) 133
- CSR Academy, (www) 60
- CSR Monitor, (www) 60
- C-24 (Canadian Campaign Finance Reform Bill), (exh.) 203
- Cummins Engine, (exh.) 81
- CyberSecurity Enhancement Act, 296
- Cyberspace, 279

D

- Daimler-Benz, 220
- DaimlerChrysler, (fig.) 209, 255, 429
- Daum Communications, 226
- De Beers, 158–160
- Debt relief, (exh.) 144
- Deceptive advertising, 346–347, 436–437
- Defense Industry Initiative on Business Ethics and Conduct, (www) 133
- Dell Computer, 246
- Democracy, 149–150
- Deregulation, 176–177
- Design for disassembly, 247
- Digital Divide Network, (www) 294
- Digital divide, the, 292–293
- Digital Millennium Copyright Act, 306
- Direct-to-consumer (DTC) advertising, 479
- Disney Company, Walt, 220, 326, □ 340–341, 442
- Diversity, 406 (See also Workplace diversity)
- Diversity council, 419
- Diversity policies and practices, 418–420
- Domestic partner benefits, (exh.) 424
- Dow Chemical, 432

Downloading music, 317–318
Drug Safety Oversight Board, 164
Drug testing, 394, (fig.) 395
Dukes v. Wal-Mart Stores, 425–427
Dynegy, 113

E

EarthCare program, 488–491
EarthLink, 288
eBay, (fig.) 283
Eco-efficiency, 245–246
Ecolab, (exh.) 81
E. coli bacteria, 256, 466–473
Ecological challenges:
 forces of change, 235–238, (fig.) 236, (fig.) 237
 the global commons, 232
 limits to growth, 238–239, (exh.) 239
 sustainable development, 233
 threats to the Earth's ecosystem, 233–235, (exh.) 233
Ecological footprint, 238, (exh.) 239
Ecologically Sustainable Organization (ESO), 266
Ecology, 232
E-commerce, 281–282, (exh.) 282
E-commerce Advisor.com, (www) 294
E-commerce Times, (www) 294
Economic leverage, 195
Economic regulations, 171–172, (fig.) 174, (fig.) 175, (fig.) 176
Economist, The, (www) 21
Elder care, 421
~~Electronic Communications Privacy Act~~, 393
Electronic monitoring, 392–393
Electronic waste, (exh.) 257
Elf Atochem, 101
Eli Lilly, (exh.) 282
Emigrant Savings Bank, 61
Employee assistance programs (EAPs), 396
Employee Polygraph Protection Act, 396
Employee rights, (fig.) 385
Employee theft, 396
Employment-at-will, 389
Employment relationship, 384–385
Enlightened self-interest, 56
Enron, 325, 328, 450–462
Entertainment Software Ratings Board (ESRB), 446–447
Environmental analysis, 33
Environmental Defense, 252
Environmental intelligence, 33
Environmental justice, 257
Environmental management as a competitive advantage, 268–270
Environmental partnerships, 266–267
Environmental Protection Agency (EPA), 172, (fig.) 174, 175, (www) 248, 253–254, 259, 261, (www) 271, 348
Environmental regulation:
 alternative policy approaches, 258–262, (fig.) 261
 costs and benefits of, 262–264, (fig.) 264
 greening of management, 264–268
 major areas of, 253–258, (fig.) 254, (exh.) 255, (exh.) 257
Environmental standards, 258–259
Equal employment opportunity, 414–416, (fig.) 414, (exh.) 415
Equal Employment Opportunity Commission (EEOC), (fig.) 174, 414, (fig.) 414, 416, (www) 425
E-rate program, 292
Ergonomics, 387
Ernst & Young, 514–515

Food and Drug Administration (FDA), 171, (fig.) 174, 175, 178, 291, 310, 337, 346, 348, (fig.) 349, 349–350, 470, 472, 475–477, 479, 482
Ford Motor Company, (fig.) 141, 162, □(fig.) 209, 268
Foresight Nanotech Institute, (www) 294
Fortune, (www) 21, 81, 460
Framework Convention on Tobacco Control (FCTC), 441
France Competition Council, 221
France Telecom, (fig.) 141
Fraternal Order of Police (FOP), 186
Free enterprise systems, 151
Freeport-McMoran, 75
Free speech, 437–439, (exh.) 438
Free trade, (exh.) 145
Future shock, 278

G

Ganges River, 234
Gap, 83–85
Garoto, (exh.) 222
General Electric (GE), 53, 55, 61, (fig.) 141, (fig.) 209, 224, 265, 304, 327, 358, 371
General Mills, (exh.) 423, 439
General Motors, 3, (fig.) 141, (fig.) 209
General systems theory, 5
Genetically engineered/modified foods (GM foods), 314–316, (fig.) 315
Genetic engineering, 314
Genocide, 150
Georgia-Pacific, 61
GetNetWise, 305
Gillette, 220
Giving USA Foundation, 49, (fig.) 372n
Glass ceiling, 412
Glass walls, 412
GlaxoSmithKline, 329, (exh.) 475, □501–508
Global Compact (*See* United Nations Global Compact)
Global corporate citizenship, 67–68
Global Crossings, 189–190, 328
Global environmental issues:
 decline of biodiversity, 242–244, □(exh.) 243
 global warming, 241–242, (fig.) 241
 ozone depletion, 240–241
 response of the international business community, 245–248, (exh.) 246
 threats to marine ecosystems, 244–245
Global Environmental Management Initiative (GEMI), (exh.) 246
Globalization:
 acceleration of, 141–142, (fig.) 141
 benefits and costs of, 144–149, (exh.) 145, (fig.) 148
 business in a diverse world, 149–153
 collaborative partnerships, 155–157, (fig.) 156
 global codes of corporate conduct, 153–155, (exh.) 154
 international institutions, 142–144, (exh.) 144
 major transnational corporations, 140, (fig.) 141
 process of, 139–144
Global Policy Forum, (www) 158
Global Public Affairs Institute, (www) 40
Global Reporting Initiative, 76, (fig.) 77, (www) 83
Global Sullivan Principles, 153
Global warming, 241–242, (fig.) 241, □(exh.) 243
Gold mining, 271–273
Golden Science Technology, 308
GoodWorks International, 514–515
Google, 81, (fig.) 283, 288, 290, 378, 384
Governance Metrics International, 327

Government regulation:
of business, 169–170
continuous reform, 176–177
effects, 173–176, (fig.) 174, (fig.) 175, (fig.) 176
global context, 177–179, (fig.) 179
types of, 170–173, (exh.) 171
Graco, (exh.) 81
Grameen Bank, (exh.) 369
Grassroots strategy, 196
Green Business Letter, (exh.) 46
Green Business Network, (www) 271
Greening of management, 264
Green marketing, 269
Green Mountain Coffee, 81
Greenpeace International, 278, 532–533
Group O Direct, 371
GSK Biologicals, 45
Guanxi, 201
Gun violence, (exh.) 355

H

Hackers, computer (*See* Computer hackers)
Hamburgische Electricitatas-Werke, 299
Harmonization, 224
Harrah's Entertainment, 61
Health care, (exh.) 169
Health on the Net Foundation, 291
HealthSouth, 89
Heinz Corporation, 314
Heritage Foundation, 151
Herman Miller, (exh.) 81, 82, 269
Hewitt Associates, 421
Hewlett-Packard, 12, 69, 71–72, (exh.) 81, 81, 223, 252, 280, 289
High-technology business, 216, (exh.) 217
Hindustan Lever, 364
Hitachi, 373
Hoffman-LaRoche, 93
Holt Company, 113–114
Home Depot, 56, 70, 269, 375, 419
Honesty tests, 396
Honeypot, 303
Honeywell, 224
Hoover Institution, (exh.) 336
Horizontal mergers, (fig.) 217, 218
Hostile takeovers, 218
Hotel industry, U.S., 485–486
HP Brazil, 49
Human Cloning Foundation, 311
Human genome, 309
Human Genome Project, (www) 316
Human Life International (HLI), (exh.) 493, 495–499
Human rights, (fig.) 104, 104–105, (fig.) 106, 150, 532–533, 538
Hurricane Katrina, 60–62, 343, 364, 430

I

IBM, 81, 379, 390
iGate, 195
IKEA, (exh.) 234
ImClone, 337
Index of Economic Freedom, 151

Industrial ecology, 247
 Infinity Broadcasting, 442
 Information security, the management of, 301–304, (fig.) 302, (exh.) 303
 Information society, 279
 Information Technology–Information Sharing and Analysis Center (IT-ISAC), 300
 ING, 364
 In-kind contributions, 374
 Innovation, 216
 Insider trading, 337–338
 Institute for Business Ethics, 92, (www) 109
 Institute for Crisis Management, 434
 Institute for Global Ethics, (www) 133
 Institute for Policy Studies, 328, (fig.) 330n
~~Institute of Social and Ethical Accountability~~ (ISEA), 76, (fig.) 77, (www) 83
 Institute for Supply Management (ISM), 121
 Institutional investors, 322
 Integrity Interactive, (www) 133
 Intel, 81, 393
 Intellectual property:
 piracy of movies, 307–308
 pirating copyrighted music, 306–307
 protecting, 305
 software piracy, 305–306
 Interactive Digital Software Association, 130
 Interactive social system, 5
 Interface, 266
~~Interfaith Center on Corporate Responsibility~~ (ICCR), 83, 334, 497
 Intergovernmental Panel on Climate Change, 241, (www) 248
 Internal Revenue Service, (fig.) 174
 International Accounting Standards, 116
 International Center for Corporate Accountability, 75
 International Chamber of Commerce (ICC), (exh.) 346
 International Coal Group, 384
 International Council of Cruise Lines, 245
 International Federation of the Phonographic Industry, 307
 International financial and trade institutions (IFTIs), 142
 International Financial Reporting Standards, 94
 International Forum on Globalization, (www) 158
 International Labour Organization, (www) 402
 International Monetary Fund (IMF), 143, (www) 158
 International Organization for Standardization (ISO), 76, (fig.) 77, (www) 83, (exh.) 246, 356
 International Partnership, (exh.) 169
 International Society for Stem Cell Research, 313
 Internet, 284–289, (fig.) 285 (*Also* World Wide Web)
 Internet politics, (exh.) 193
 Internet pornography, 294–296, 304–305
 Internet Security Systems, 300
 Internet Society, (www) 294
 Investor Responsibility Research Center (IRRC), 334, (www) 339
 Iron law of responsibility, 47, 51
 Issue Management Council, (www) 40
 Issues management, 32–39, (fig.) 37
 ITExpeditors, 293

J

Japan Fair Trade Commission, 224
 Johnson & Johnson, 51, 81, (exh.) 475, 492–500, (exh.) 494, (exh.) 496
 Josephson Institute, (www) 109
 J.P. Morgan, 220, 280
 JumpStart Technologies, 287

Justice, (fig.) 104, 105, (fig.) 106

K

KaBoom!, 374–375
Kanebo Limited, 116
Kellogg, 439
Kiedanren, 201
Kimpton Hotels, 484–491
KLD Research and Analytics, 81
KPMG, 113
Kraft Foods, (exh.) 222, 362, 439
Krispy Kreme, (exh.) 282
KTS Textile Industries, 389
Kyoto Protocol, 242, (exh.) 243

L

Labor unions, 187, 386
Law, 130–131
Legal obligations, 57
Leggett Group, 314
License to operate, 367
Life-cycle analysis, 246
Life Decisions International, 497
Limits to growth hypothesis, 239
Littlewoods, 118
Lobbying, 199–192, (fig.) 191, 454, 477
Lockheed-Martin, 36, 191, 267–268, (exh.) 282
Louis Vuitton, 208

M

Macroinnovation Associates, 126
Major League Baseball, 214
Mannesmann, 220
Mapquest, (fig.) 283
Marine ecosystems, 244
Market-based mechanisms, 259
Market failure, 170
Marketing to children, 439
Marriott, 377, 406
Massachusetts Institute of Technology (MIT), 293
MasterCard, (exh.) 212, 216, 301
Matsushita, 373
Mattel Toy Company, 64, (exh.) 282, (exh.) 401
McDonald's, 24, 36–39, 353–354, 361–362, 378, (exh.) 436
McKesson, 113
McKinsey&Company, 101, 332
M-commerce, 289–290
Media, 429–430
Media industry:
 ■ fairness and balance issue, 445
 portrayal of diversity in the, 443–444, (exh.) 444
Media training, 434–435
Memes, 24
Mercatus Center, (fig.) 175n, (fig.) 176n, (www) 180
Merck, 164, 430, 474–483, (exh.) 475
Mergers, corporate (*See* Corporate mergers)
MessageLabs, 287–288

Microsoft, 81, 215, 216, 226–227, (fig.) 283, 286, 288, 301, 303, 370–371, 377, 391
Military dictatorships, 150
Mine Safety and Health Administration, (fig.) 174
Minnesota HEALS, 369
Mitsubishi, 15–16
Mobil, 196
Modine Manufacturing, (exh.) 81
Monetary policy, 168
Monopoly, 213, 215
Monsanto, 26, 314, (www) 316, 419
Montreal Protocol, 240
Moral development, stages of, 101–103, (fig.) 102
Motion Picture Association of America, 307–308
Motiva Enterprises, 262
Motorola, 81
Movement for the Survival of the Ogoni People (MOSOP), 525–529
MP3.com, 307
MSN, (fig.) 283
MySpace.com, 277, (fig.) 283

N

Nanotechnology, 277
National Advertising Review Council (NARC), 436
National Association of Attorneys General (NAAG), (fig.) 213, 215, 440–441
National Center for Policy Analysis, (www) 180, (www) 204
National competitiveness, 223
National Cooperative Research Act (NCRA), 223
National Energy Plan, 187
National Federation of Independent Businesses, (www) 204
National Highway Traffic Safety Administration (NHTSA), 166, 173, (fig.) 174, 348, (fig.) 349
National Labor Relations Board, (fig.) 174
National Parent-Teacher's Association, 187
National Research Center for College and University Admissions, 343
National Transportation Safety Board (NTSB), 348, (fig.) 349
National Whistleblowers Center, (www) 402
National Workrights Institute, (www) 402
Natural monopolies, 170
Natural Step, The (TNS), 233, (exh.) 234
Negative externalities, 164
Neighborhood Housing Services (NHS), 370
Nestle, (exh.) 222
News Corporation, 277
Newsweb Company, (fig.) 200
New York Stock Exchange, (www) 339
Nigeria, 521–530, 532–533
Nigerian National Petroleum Corporation (NNPC), 521–522
Nike Corporation, (exh.) 32, 70, 147, 384, (exh.) 436, 438–439, 444, 509–519
Nikon, 269
Noisy withdrawal, 108
Nokia, 140, 283, 373
Nongovernmental organizations (NGOs), 155, 400, 539
Nortel Networks, 113, 334, 420
Novartis, (exh.) 154, (exh.) 475
Novo Nordisk, 64
Nuclear Regulatory Commission, (fig.) 174

O

Obesity, 24, 361–362
Occupational Safety and Health Administration (OSHA), (fig.) 174, 387–389, (exh.) 388, (www) 402
Occupational segregation, 409–410

Odwalla, 51, 463–473
Ogoni people, 523–530
Ombudspersons, 123–124
Ondeo, 156–157
One Laptop Per Child program, 293
Online Privacy Alliance, (www) 316, 352
Opensecrets.org, (www) 204
Oracle, 218, 331
Organic Valley, 127
~~Organic Valley, 127~~
Ownership theory of the firm, 6
Oxfam, 506
Ozone, 240

P

Pacifi-Care, 378
Papa John's, 61
Parental leave, 421–422
Park Plaza Hotel, 267
Parmalat, 113
Pax Christi, 538
Pay gap, 409, (fig.) 409
PayPal, 295
Pensions and Investment Research Consultants (PIRC), 533, 536
PeopleSoft, 218
PepsiCo, 420
Performance-expectations gap, (fig.) 25
Personal spirituality, 100–101
Pew Internet and American Life, (www) 294
Pfizer, (exh.) 358, 371, 374, 436, □(exh.) 475, 479
Pharmaceutical Researchers & Manufacturers of America (PhRMA), (exh.) 197, (fig.) 200, 431, 477, (exh.) 478
Philip Morris (*See* Altria)
Phishing, 287–288, 343
Pill Box, The, 291
Pillowtex, 147
Pinnacle Worldwide, 445
Pitney Bowes, (exh.) 81, 419
Pixar, 220
Planned Parenthood Federation of America, 492–493, 497–500
Platform for Privacy Preference Project (P3P), 300
Podcasts, (exh.) 193
Points of Light Foundation, (www) 381
Political action tactics:
 advocacy advertising, 196, (exh.) 197
 direct communications, 192–193
 economic leverage, 195–196
 expert witness testimony, 193, (exh.) 193
 legal challenges, 198
 lobbying, 190–192, (fig.) 191
 political action committees (PACs), 194–195, (fig.) 195
 public relations and trade associations, 197–198
 stakeholder coalitions, 196
Political environment:
 arguments for and against business □involvement, (fig.) 185
 global, 201–204, (exh.) 203
 participants in the, 185–187
Political involvement, levels of, 198–199, (fig.) 198
Pollution Prevention Act, 258
Powers Committee, 457, 460
PPG Industries, 133–135
Prescription Drug User Fee Act, 476–477
PricewaterhouseCoopers, 116, 131, 302, 337

Privacy, business protecting, 298–301, □(fig.) 299
Privacy in the workplace:
 alcohol abuse, 394–395
 drug use and testing, 393–394, □(fig.) 394
 electronic monitoring, 392–393
 romance, 393
 theft and honesty testing, 396–397
Privacy policy, 298
Privacy rights, 391
Proctor & Gamble, (exh.) 81, 211, 220
Product liability, 353–356, (exh.) 355
Product recall, 359
Professional sports franchise, (exh.) 366
Progressive Group, 343
Project Bio-Shield, 313
Proxy, 323
PR Watch, (www) 446
Public Affairs Council, (www) 40
Public affairs management, 28–30, (fig.) 29, (exh.) 31
 international, 30–32
Public Disclosure Commission, □(www) 204
Public issue, 25–26
Public policy:
 elements of, 165–167
 role of government, 165
 types of, 167–168, (exh.) 169
Public relations, 430–432, (exh.) 431
 crisis management, 432–434, (exh.) 433
 deceptive advertising, 436–437
 ethical and social responsibilities, 435–436, (exh.) 436
 free speech, 437–438, (exh.) 438
 international, 432
 marketing to children, 439
 media training of employees, 434–435
Public Relations Society of America (PRSA), 435, (www) 446
Public Super Markets, 82

Q

Quality management, 356–357

R

Racial harassment, 417–418
Radicato Group, 287, (exh.) 353
Radio Frequency Identification (RFID), 299–300
Radio One, 413
Random House, 291
Real, (fig.) 283
Recording Industry Association of America (RIAA), 307, 317–318
Reebok, 359, (exh.) 436
Regulation, 169–179, (exh.) 171, (fig.) 174, (fig.) 175, (fig.) 176, (fig.) 179
Regulations.gov, (www) 180
Reregulation, 177
Reverse discrimination, 416
Revlon, 286
Revolutionary United Front (RUF), 159
Revolving door, 190–191
R.J. Reynolds, 440
Roche Group, (exh.) 475
Roslin Institute, 311

Royal Dutch/Shell, 26, (fig.) 141, (fig.) 209 (*See also* Shell Oil)
Russia, (exh.) 129

S

Saban Entertainment, (fig.) 200
Saint Alphonsus, (exh.) 282
Samsung, 96, 293
Sandoz, 224
Sarbanes-Oxley Act, 93–94, (exh.) 94, (www) 109, 115, (exh.) 125, 164, (exh.) 336, 337, 397–398
SARS (Severe Acute Respiratory Syndrome), (exh.) 169
Scientific breakthroughs:

- biotechnology and stem-cell research, 309–311, (exh.) 310
- bioterrorism, 313
- cloning, 311–313, (exh.) 312
- genetically engineered foods, 314–316, (fig.) 315
- human genome, 309

Securities and Exchange Act, 337
Securities and Exchange Commission (SEC), 174, (exh.) 329, 333, 335, 455
Security Industry Association, (fig.) 322, 322
Sega of America, 306
Segway transporter, 184
Service Employees International Union (SEIU), (exh.) 200, 386
Sexual harassment, 416–417
Shangri-La Entertainment, (fig.) 200
Shareholder activism, 533
Sharper Image, 331
Shell Oil, 70, 124–125, 152, 247, 520–530, 531–540
Shell Petroleum Development Company of Nigeria (SPDC), 521–522
Sherman Antitrust Act, (fig.) 213, 213
ShoreBank, 369
Sierra Club, 532
Social Accountability, 76, (fig.) 77, (www) 83, 83–84
Social capital, 367
Social contract, 390
Social environmental reporting, 76–78, (fig.) 77, (fig.) 78
Social Funds, (exh.) 46
Social Investment Forum, 333, (www) 339
Social Investment Research Analyst Network, 78
Social performance auditing, 74–78, (fig.) 77, (fig.) 78
Social regulations, 172–173, (fig.) 174, (fig.) 175, (fig.) 176
Social responsibility shareholder resolutions, 333–334
Society of Competitive Intelligence Professionals, (www) 40
Soft money, 199–201, (fig.) 200
Sony, 81, 437
Source reduction, 258
South Korea Fair Trade Commission, 226
Southwest Airlines, (exh.) 81
Spam, e-mail, 198, 286–287, (exh.) 353
Sprint PCS, (exh.) 171
Stakeholder:

- analysis, 11–17
- are managers, (exh.) 9
- coalitions, 13–16
- concept of, 7–8
- engagement, 16–17
- interests and power, 11–13, (fig.) 14–15
- networks, 10–11
- network, (fig.) 11
- theory of the firm, 6–7

Standard Company, 61
Starbucks, (exh.) 81, 82, 205–206
Steel industry, U.S., 180–182

Stem-cell research, 309–311, (exh.) 310
Stockholders:
 and corporate governance, 324–327
 and the corporation, 338–339
 government protection of, 335–338, (exh.) 336
 institutional investors, 332–333
 lawsuits, 334–335
 legal rights and safeguards, 323–324, (fig.) 324
 objectives of ownership, 323
 social investment, 333–334
 types of, 321–322, (fig.) 322
Stock options, 328, (exh.) 329
St. Paul Travelers Companies, (exh.) 81
Strategic philanthropy, 377
Strategic radar screens, 33–35, (fig.) 34
Strict liability, 353–354
Strong Capital Management, 117
Sun Microsystems, 282, 289
Superfund, 258
Sustainability report, 268
Sustainable development, 233
Sustainable Small Business Network, (www) 271
Sweatshops, 83, 399
Sweatshop Watch, 83

T

Tae Kwang Vina (TKV), 511–514
Take-Two Interactive, 447
Teamsters, 386
Technology:
 defined, 278–279
 digital divide, the, 292–293
 and e-commerce, 281–282, (exh.) 282
 emerging global participation, 282–284, (fig.) 283
 explosive force, 277–278
 fueling growth, 280
 high-technology business, 280–284, (exh.) 282, (fig.) 283
 phases of, 279–280, (fig.) 279
 socially beneficial uses of, 289–292
Telecommunications, 279
Telecommunications Act, 292
Texaco, 415
Textron, 334
Three Gorges Dam, 249–250
Timberland, (exh.) 81, 381–382
Time Warner, 301, 443 (*See also* AOL/Time Warner)
Tissue engineering, 309
Titan, 130
TiVo, 284
Tobacco advertising, government regulation of, 440–441
Top Dog Daycare, 281
Total, (fig.) 141
Toxic Release Inventory (TRI), 260
Toxic Substances Control Act, 257
Toyota, (fig.) 141, 91, (fig.) 209, 268, 357
Trade associations, 197
Traditions Classic Home Furnishings, □(exh.) 212
Transnational corporations, 140, (fig.) 141
Transparency, 80
Transparency International, 128, 202, 377
Triple bottom line, 79–80, (exh.) 80, 537
Trust, 210

TRUSTe, (www) 316
Truth In Lending Act, 346
Tying, 213

U

U.K. Approved Code of Practice, 177
U.K. Equal Opportunities Commission, 422
U.K. Fraud Advisory Panel, 131
U.K. Office of Fair Trading (OFT), 118
Unilever, 30, 220, 267, 444
Unite Here, 386
United Brotherhood of Carpenters and Joiners, (fig.) 200
United Food and Commercial Workers, 386
UnitedHealth Group, 178
United Methodist Church, 334
United Nations, 237, 289, 312
United Nations Environmental Program, (www) 248
United Nations Framework Convention on Climate Change, (www) 248
United Nations Global Compact, 76, 153, (exh.) 154
United Parcel Service (UPS), □82, 301, 371, 418
United Technologies, 126
Universal Declaration of Human □Rights, 150
University of Oregon, 509, 518
University of Phoenix, 290
University of Pittsburgh Medical Center (UPMC), (exh.) 94
Universo Online (UOL), 283
U.S. Chamber of Commerce, 197–198, (exh.) 336
~~U.S. Copyright Office, 298~~
U.S. Department of Agriculture, 348
U.S. Department of Energy, 239
U.S. Department of Justice, 131, (fig.) 213, 214, 216, 224, (www) 225, 226–227, 308, 348, (fig.) 349, (exh.) 350
U.S. Department of Labor, 387
U.S. Federal Trade Commission (*See* Federal Trade Commission)
U.S. Foreign Corrupt Practices Act □(FCPA), 129
U.S. International Trade Commission □(ITC), 180
~~U.S. Internal Revenue Service, 233~~
U.S. Office of Government Ethics, □(www) 109
U.S. Sentencing Commission, □(www) 109, 262
U.S. Small Business Administration, □(www) 425
U.S. Steel Corporation, 3
U.S. Surgeon General, 361
U.S. Treasury Department, 178
U.S. v. O'Hagan, 337
Utilitarian reasoning, 103–104, (fig.) 104, (fig.) 106

V

Values, manager's, 98–99
Verizon, (exh.) 171
Vertical mergers, 217–218, (fig.) 217
Viacom, 442
Victoria's Secret, 304–305
Vioxx, 164, 350, 474, 479–483, (exh.) 481
Virtue ethics, 100
Visa, (exh.) 212, 216
Vlogs, 285–286
Vodafone, (fig.) 141, 220, 412
Volkswagen, 221, 247
Volunteerism, 374

W

Wall Street Journal, The, (www) 21
Walmart, 40–43, 46, 61, 67, 68, 69
Water Pollution Control Act, 256 (Also called Clean Water Act)
Weaver Street Cooperative, 127
WebCT, 208
Wellspring Media, 438
Wendy's, (exh.) 433, 434
Weyco, 402–404
Whirlpool, (exh.) 81
Whistle-blowing, 107–109, (exh.) 108, 397–399, (exh.) 398
White-collar crime, 131
White Dog Café, 127
Whole Foods Market, 331, 364, 367
Women in Community Service, 370
Work & Family Connection, □(www) 425
Worker Adjustment Retraining Notification Act (WARN), 389
Worker Rights Consortium, 509, □517–518
Workforce diversity, 406–407
 gender and race at work, 407–409, □(fig.) 408
 gender and racial pay gap, 409–410, (fig.) 409
 glass ceiling, 410–413
 women and minorities ownership, 413
 women and persons of color, 410, □(fig.) 411
Working conditions around the world, 399–401, (exh.) 401
Working Mother magazine, □(exh.) 423
Workplace rights:
 to organize and bargain collectively, 386–387
 to a safe and healthy workplace, 387–389, (exh.) 388
 to a secure job, 389–391, (exh.) 392
Workplace Spirituality, (www) 109
World Bank Group, (www) 60, 139, 142, 231, (www) 381, 526
World Business Council for Sustainable Development (WBCSD), 245–246, 248, (www) 248
WorldCom, 89, (www) 158, 321, 325, 397, (exh.) 398
World Diamond Congress/Council, 159
World Economic Forum, 270
World Future Society, (www) 40
World Health Organization (WHO), 178–179, 403
World Summit on Sustainable □Development, 231
World Trade Organization (WTO), 143, 148–149, (www) 158, 178, 181–182, 222, 224, 315, 504–505
Worms, computer, (fig.) 302
W.R. Grace, 16

X

Xilinx, (exh.) 392

Y

Yahoo!, (fig.) 283, 288, 305
Yangtze River, 249–250