

Business Ethics: Outline 2
Chapter 9 “Nature and Business Ethics”
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NO choice = NO normative theory = NO rules

Psychological Egoism

The Genetic Basis of Psychological Egoism

Darwin and ‘selfish genes’

Objection: Genetic Altruistic Behaviors

The Rational Basis of Altruism

The Prisoner’s Dilemma & Game Strategies

The Reconciliation of Egoism and ‘Altruism’

Genetically-based Moral Sentiments

The Market Solution for Tension Individual and Societal Well-being

Old Brain/New Environment

Strategies for promoting Workplace Altruism

Rationality = Choice = Normative Theory = Some rules