
Contents

Foreword	xiii
List of Acronyms	xvii
Introduction	xxi
Chapter 1. The Rotary: Organization and Motivations	1
1.1. The Rotary in a few words	1
1.2. Strategic plan: a vision	2
1.3. Organization of actions and projects in the Rotary	5
1.4. The Rotary leadership	7
1.5. Business ethics management: the four-way test	12
1.6. How to conduct efficient ethical debates?	12
1.6.1. Entertainment and ethics	13
1.6.2. Barcamps, think tanks and showcases for new ideas	13
1.7. Summary of the missions and roles of the Rotary	14
1.8. Importance of business and vocational ethics in the Rotary	15
1.9. Comment about empathy and ethics	16
Chapter 2. Ethics: Some Definitions and Concepts	17
2.1. Ethics	17
2.2. Professional ethics	18
2.3. Moral values	19
2.4. Deontology	19

2.5. Ideology	20
2.6. Ethics: notions of right and wrong, good and evil	21
2.6.1. Introduction	21
2.6.2. What is good?	22
2.6.3. What is evil?	23
2.6.4. Good and evil: complex phenomena.	25
2.6.5. Evil: culpability, responsibility and punishment	26
2.6.6. Interactions between the different concepts	28
2.6.7. Historical reminders	29
2.6.8. The quality of justice and truth: modeling approach	32
2.7. Practical ethics: the four-way test and The Rotary	34
2.7.1. Implementation of the four-way test by The Rotary	36
Chapter 3. Why Ethics? Behavior Between Convictions and Responsibilities	37
3.1. Evolution: the role of antagonisms	37
3.2. At the beginning: problems of scientific ethics	38
3.3. Ethics: notions of responsibility and conviction	39
3.3.1. Ethics of responsibility.	39
3.3.2. Ethics of conviction	41
3.3.3. Ethics: main consequences	44
3.4. Ethics and the social positioning of the people	45
3.5. Benevolent management	47
3.5.1. Introduction	47
3.5.2. What do employees require?	48
3.5.3. Some definitions	48
3.6. Understanding benevolent management	49
3.6.1. Methodology	49
3.6.2. Conclusions	50
Chapter 4. Perception of Ethics in Life and Society	51
4.1. Introduction.	51
4.2. Positioning of ethics in society and politics	51
4.3. Ethics and scientists (in a rational and reductionist world)	53

4.4. Cultural and social considerations related to the Internet.	53
4.4.1. Loyalty, trust and devotion toward a profession or one’s employer.	54
4.4.2. Problems of ambition and ideals in a company	54
4.4.3. Altruism and positive societal attitudes	56
4.4.4. Adaptation of the concept of ethics according to the economic context	57
4.4.5. Business Ethics: a preamble about some requirements	59
4.5. Design of Business Ethics: an overview of different concepts	59
4.5.1. Religion, confessional currents and schools of thought.	60
4.5.2. The philosophers	60
4.5.3. Scientists and physicians	61
4.5.4. Administrative sectors: lawyers and social communities	62
4.5.5. Professional ethics framework	62
4.5.6. The concept of ethics in industry.	64
4.6. Ethics in banking, finance and insurance	66
4.6.1. Ethical banking and greed.	66
4.6.2. Offshore banking	68
4.6.3. Theory of diagonal proportion	69
4.6.4. The Lorenz curve	69
4.6.5. Ethics and welfare	71
Chapter 5. Ethics and Media.	75
5.1. Introduction: vocational ethics and intellectual integrity	75
5.2. Behaviors in public communication	76
5.2.1. The media	76
5.2.2. The press	77
5.3. What do we mean by “consistent information”?	77
5.3.1. Current applications in everyday life	78
5.3.2. Ethics and disinformation	80
5.3.3. Implementation of ethics in the media, press and communications	81
5.3.4. Is this situation leading into the sphere of professional ethics? Can this be avoided?.	83
5.3.5. Courses and training on ethics in journalism.	84

5.4. The general problem of information asymmetry	86
5.4.1. Introduction	86
5.4.2. Asymmetry in nature: is this a novelty?	86
5.4.3. Information asymmetry in call centers	88
5.4.4. General information on asymmetry: anti-globalization corporations.	92
5.4.5. Asymmetry in communication and decision systems.	93
5.4.6. Decision-making in an asymmetric world	96
5.4.7. Application of asymmetry in the development of manufacturing capabilities	98
Chapter 6. Ethics: Childhood and Society	101
6.1. Introduction: a loved but coveted being	101
6.2. Specificities of youth-oriented marketing	102
6.2.1. Some words about marketing strategy.	103
6.3. But, is there a problem of ethics and where?	105
6.3.1. Children are vulnerable beings	105
6.3.2. Advertising inculcates specific values to childhood.	105
6.3.3. A shared responsibility.	106
6.4. What are the solutions to make the influence of the media on children more ethical?	106
6.4.1. The education of young consumers	106
6.4.2. Laws and some regulation still exists	107
6.5. Conclusion	108
Chapter 7. Ethics and Economic Organizations	111
7.1. Introduction.	111
7.2. Macroeconomics: the three pillars	112
7.2.1. Strategy.	112
7.2.2. Tactics	113
7.2.3. Operational management	113
7.3. The ethical challenges of a company	114
7.4. Elements of methodology	115
7.4.1. A technical framework.	115
7.4.2. A global and periodic statement	116
7.5. How to create an ethical environment	116
7.6. Nanoeconomy: the role of the human being in an ethical environment	117

7.7. The Rotary and the business: similar basic concepts. 119
 7.8. Any leader in ethics has a strong impact
 on human beings' behaviors. 121
 7.9. Generalization: applying ethics to personal life 121

Chapter 8. Business Ethics: Some Principles and Mechanisms 123

8.1. Is business ethics useful for everybody? 123
 8.1.1. Utopic concept of professional ethics 123
 8.1.2. Is the professional ethics necessary, and how? 125
 8.2. Ethics is also a vocational skill 126
 8.2.1. Ethics as a free and individual choice 126
 8.2.2. The scientific aspect of ethics. 127
 8.2.3. A limited domain 127
 8.3. The positioning of ethics versus
 common values and usual codes of conducts. 128
 8.4. What are the development factors of
 ethical management? 129
 8.5. How to approach professional ethics 130
 8.5.1. Some words about ambivalences. 132
 8.5.2. Ethics: an evolutionary concept 132
 8.5.3. Evolution of species, development of the society 135
 8.5.4. System evolution with regard to
 cultural and consciousness considerations 137
 8.5.5. How can we modify the challenges and activities? 137
 8.6. Professional ethics: toward an
 intelligence of weakness 139
 8.6.1. A societal crisis. In terms of ethics, many
 changes have occurred. 140
 8.6.2. The weaknesses and consequences
 of professional ethics 141
 8.7. Conclusion 143

Chapter 9. Ethics in Enterprise: Towards Z-Management. Coaching and Championship 145

9.1. Introduction. 145
 9.2. Ethics in enterprises 146
 9.3. General ethics: comments about the
 conventional approach 148
 9.4. New ways of management 149
 9.5. Generation Z: evolution theory 151
 9.5.1. Some recommendations 152

9.6. How to implement business ethics in a Z-company	153
9.6.1. Guidelines for ethical business practices	153
9.6.2. Implementation	154
9.6.3. Organization	154
9.7. Responsibility of organization members, application principles.	154
Chapter 10. Ethics and Complexity	157
10.1. Preamble: immersion in a world of complexity	157
10.2. Introduction	157
10.3. Different types of complexity where ethics is involved	158
10.4. Network theory: complexity, ethics environment	161
10.5. Modeling a complex world	162
10.5.1. Ethics, determinism and reductionism	165
10.6. Intrinsic complexity of ethics	167
10.6.1. Reactivity and recognition	168
10.6.2. Reasoning and logic	169
10.6.3. A new capability: mathematical isomorphism.	169
10.7. Ethics: structure and complexity of our nervous system	172
10.7.1. The brain: the central nervous system	173
10.7.2. Abdominal brain: the enteric nervous system	177
10.8. Application: ethics and synesthesia, a virtual phenomenon?	179
10.9. A review of common characteristics of complex systems.	181
10.9.1. Emergence	181
10.9.2. Sudden transitions/tipping-points/nonlinearity	181
10.9.3. Limited predictability.	182
10.9.4. Large events	182
10.9.5. Evolutionary dynamics.	182
10.9.6. Self-organization	182
10.9.7. Fundamental uncertainty.	183
10.10. How to implement ethics in complex systems	184
10.10.1. In complexity, the strategy is mainly related to the ethics of responsibility	184

10.10.2. Where is our responsibility in a highly intricate information network?	185
10.10.3. System analysis	185
10.10.4. Elements of methodology	185
10.11. Conclusion: interactions, ethics and mimicry	189

Chapter 11. Dynamic Evolution of Life, Management and Ethics 193

11.1. From complexity to life: general considerations	193
11.2. Life survival: introduction and model transposition.	197
11.3. Speed of evolution and geometric growth	200
11.4. Organizational consequences.	203
11.4.1. Discussing the situation in between the three areas	205
11.4.2. Discussing the situation inside each of the three areas	206
11.5. Evolution of life: impact on management decision systems.	207
11.6. How does the brain work? Are we exhaustively perceptive?	208
11.7. Levels of consciousness in the brain: application to DSS	210
11.8. Ethics: new ways of thinking.	217
11.8.1. When consciousness leads to ethics?	217
11.8.2. Consciousness as an iterative feedback process going from one level to another	218
11.9. Life and equilibria in ecosystems	220
11.9.1. Life: why and how? Perpetrating the survival of an ecosystem	221
11.10. Conclusion.	223

Chapter 12. Ethics: Deployment in the Rotary 227

12.1. Ethics: founding principles	227
12.2. The vocational actions of the Rotary	229
12.3. Do BECC help in developing business ethics?	233
12.3.1. Ethics: between an individual approach and formalism through BECC	235
12.4. Vocational service: a difficult active concept?	236
12.4.1. Application	236
12.4.2. Ethics and complexity	239

12.5. How to promote ethics in the workplace	239
12.5.1. Where to apply.	240
12.6. Necessary collective action.	242
Chapter 13. Ethics in Society: Implementation	
Principles in Different Countries	245
13.1. Ethics: more than a formalism, a competitive challenge	246
13.2. Business ethics: a contribution to management and organizations	247
13.2.1. The Holism.	249
13.2.2. Professional ethics: human resources management.	250
13.2.3. Management by values: advantages and limitations	255
13.3. Ethics in the United States: the emergence of Business Ethics (BE)	257
13.4. Ethics in Europe: a professional approach	261
13.4.1. Ethics in France	262
13.5. Ethics in Japan: a holistic approach	267
13.5.1. Specific problems of ethics in Japanese society	269
13.6. Ethics in Western industry: some examples and applications	269
13.6.1. Veolia: implementation of a program on ethics	269
13.6.2. IBM: Corporate Social Responsibility and Ethics	271
13.7. Conclusion	273
Conclusion	277
Bibliography	281
Index	289