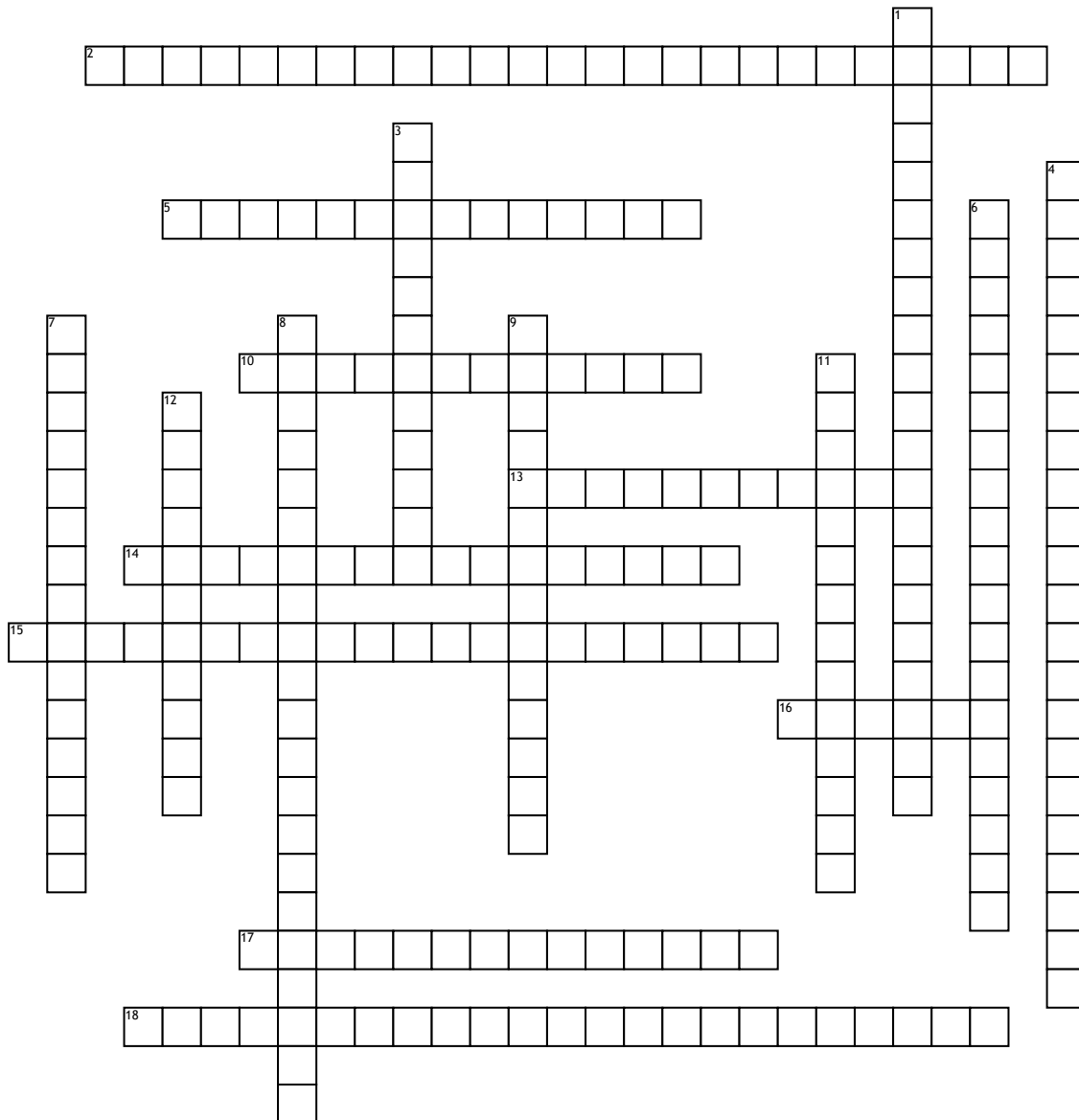


Chapter 4 Vocab



Across

2. Ethical norms that apply to all people across a broad spectrum of situations.

5. Developing and promoting environmentally sound products and practices to gain a competitive edge.

10. A formal, written document that defines the ethical standards of an organization and gives employees the information they need to make ethical decisions across a range of situations.

13. A social movement that focuses on four key consumer rights: (1) the right to be safe, (2) the right to be informed, (3) the right to choose, and (4) the right to be heard.

14. Federal legislation passed in 2002 that sets higher ethical standards for public corporations and accounting firms.

15. The obligation of a business to contribute to society.

16. A set of beliefs about right and wrong, good and bad.

17. Employees who report their employer's illegal or unethical behavior to either the authorities or the media.

18. Business contributions to the community through the actions of the business itself rather than donations of money and time.

Down

1. Marketing partnerships between businesses and nonprofit organizations; designed to spike sales for the company and raise money for the nonprofit.

3. Any groups that have a stake--or a personal interest--in the performance and actions of an organization.

4. Doing business to meet the needs of the current generation, without harming the ability of future generations to meet their needs.

6. The strategy of deliberately designing products to fail in order to shorten the time between purchases.

7. Refers to the amount of harmful greenhouse gases that a firm emits throughout its operations, both directly and indirectly.

8. All business donations to nonprofit groups, including money, products, and employee time.

9. A decision that involves a conflict of values; every potential course of action has some significant negative consequences.

11. The application of right and wrong, good and bad, in a business setting.

12. A systematic evaluation of how well a firm is meeting its ethics and social responsibility goals.