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Sayfa 89

in each of the two **examples**. What lessons do you take from your **examples**? 5. Select two organizations

Sayfa xx

and contemporary news stories, exercises, and examples. 3. In-depth, real-time customized cases (

Sayfa xxii

relevance of ethical concepts, principles, and examples through actual moral dilemmas that are occurring

Sayfa 393

and society. This chapter off ered numerous

servicing products. Unfortunately, this often is not the case. As this chapter s opening case shows, giving customers what they want may not be what they need; also, not all products are planned, produced, and delivered with consumers' best health or safety interests in mind. Many companies have manufactured or distributed unreliable products, placing consumers at risk. The effects (and side effects) of some products have been life-threatening, and have even led to deaths, with classic cases being the alleged effects of the Merck drug Vioxx, the Bridgestone/Firestone tires on the Ford Explorer, tobacco products and cigarettes that contain nicotine, the Ford Pinto, lead-painted toys, and numerous other examples. At the same time, the majority of products distributed in the United States are safe, and people could not live the lifestyles they choose without products and services. What, then, is the responsibility of corporations toward consumer stakeholders?

Corporate Responsibilities and Consumer Rights

Two landmark books that inspired the consumer protection movement in the United States were Unter Sinclair's The Iungle (1006), which exposed the

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