



Business and Society: Stakeholders, Ethics, Public Policy, 16th edition

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Over the years, the issues addressed by *Business and Society* have changed as the environment of business itself has been transformed. This Sixteenth Edition is no exception, as readers will discover. Some issues have become less compelling and others have taken their place on the business agenda, while others have endured through the years.

The Sixteenth Edition has been thoroughly revised and updated to reflect the latest theoretical work in the field and statistical data, as well as recent events. Among

Chapter-by-Chapter Changes

Chapter 1

- New opening example on Amazon and its complex network of stakeholders.
- New material and figure on stakeholder mapping.
- New key term: shareholder theory of the firm.

- New material on the response of multiple stakeholders to the Keystone XL pipeline.

Chapter 2

- New examples focusing on sexual harassment, consumer safety, protection of personal information, Deloitte's competitive intelligence case, and Merck and Access Accelerated.
- New Issue Management Process case: antibiotics in chickens.
- New discussion case: Businesses Respond to the Movement for School Safety.

Chapter 3

- New examples focusing Joshua Shapiro (social entrepreneur) and clean cooking stoves to Africa, food labeling, IBM corporate giving, Elin Wallberg of Samsung, and Northwestern Mutual.
- New major section: Social Entrepreneurs and B Corporations, emphasizing social entrepreneurs, social entrepreneurship, social ventures and B Corporations.
- Updated discussion case: Corporate Social Responsibility at Gravity Payments.

Chapter 4

- New opening example on Uber's failure in China
- New material on German companies' efforts to hire migrants from war-torn regions
- New exhibit on the impact of recently-imposed U.S. tariffs, with a focus on the solar panel industry
- New material on the decline of democratic rights in some countries

Chapter 5

- New examples focusing on Qualcomm in South Korea, the Peanut Corporation of America, Alphons Iacobelli of Fiat Chrysler, Tenet Healthcare, and Paraquat.
- New major section: Moral Intensity.
- New discussion case: LafargeHolcim and ISIS in Syria.

Chapter 6

- New examples focusing on Pfizer in the U.K., Wells Fargo, Financial Reporting Council in the U.K., Barclays in the U.K., Royal Bank of Scotland in the U.S., Outcome Health, VTech, Kobe Steel Limited in Japan, Brad Smith of Microsoft, and Samsung Electronics in South Korea.
- New supply chain management professional code of ethics
- New figure: Objectives and Motivations for Employee Ethics Training Programs.
- New exhibit: Giving Voice to Values.
- New discussion case: Equifax's Data Breach.

Chapter 7

- New examples focusing on: regulation of e-cigarettes, drone makers and operators seeking more regulation, the clash between the National Transportation Safety Board and Tesla, distracted driving, the U.S. \$1.5 trillion tax cut bill, the European Union regulatory standards for minerals in food, the U.K. Modern Slavery Act, Qualcomm in Europe, the Chilean governments' war on obesity, The Aviation Plan to reduce climate impact of international jet travel, and Iran's ballistic-missile program.
- Introduced new term: trade policy.
- New exhibits: The AT&T-Time Warner Merger of 2018 and Deregulation in the United States, starting in 2017.
- New discussion case: Should Facebook Be Regulated?

Chapter 8

- New examples focusing on Honest Ads Act, funding for marijuana growers, business executives quit White House advisory councils, lobbying in Europe, executives of prescription drug distributors, campaign finances in Malaysia, John Bolton's Super PAC investigation, Act Blue, 400 families responsible for half of presidential money raised, the American Petroleum Institute.
- New or updated exhibits: Lobbyist for Hire: Access to the President (Michael Cohen) and The Revolving Door of Political Influence.
- New discussion case: Political Action by the Steel Industry, 2015-2018.

Chapter 9

- New opening example on the Sustainable Development Goals (Agenda 2030).
- Many new examples of sustainability initiatives, including at McDonalds, Airbus, and Coca-Cola.
- New exhibit on Brazil's famous sustainable city, Curitiba.
- Profile of the many environmental features of Salesforce's new headquarters building.

Chapter 10

- New material on recent rollbacks of U.S. federal environmental rules impacting business.
- Efforts by some national and state governments to meet the goals of the 2015 Paris climate accord.
- New material and examples on the role of the chief sustainability officer.
- Updated discussion case on the environmental impacts of hydraulic fracturing.

Chapter 11

- New examples focusing on Russian involvement in presidential election, the world's first digital pill, Microsoft addressing the digital divide, Nobel Laureates' letter attacking non-profits, GM foods gaining momentum in the United States, and Chinese scientists' discoveries.
- New "seventh" phase of technology: Biotechnology.
- Changed focus from "The Role of Technology in Society" to "The Role of Technology in Our Daily Lives."

- New key term: behavioral addiction.
- New figures: Global Spam Volume as a Percentage of Total E-mail Traffic from January 2014 to July 2017; Use of Mobile Payments, by Country, 2017; Want to Pay at KFC? You Don't Need Cash or a Credit Card; and, Americans with a Social Profile, 2008-2017.
- New topic and exhibit: Bitcoin: The Currency of the Future?
- New to Chapter 11 (previously in Chapter 12): Ethical Challenges Involving Technology – The Loss of Privacy, Free Speech Issues, Government Censorship of Free Speech.
- New section: Medical Breakthroughs with examples focusing on surgical innovations, using technology for delivery of medical supplies, and hacking of medical records.
- Moved to Chapter 12: The Role of Technology in Business – e-business, transforming prevailing business models, and use of robotics at work.
- New discussion case: To Lock or Unlock Your Phone: Personal Privacy or National Security.

Chapter 12

- Removed “Information” from chapter title: Regulating and Managing Technology.
- New examples focusing on 15 cybersecurity breaches in 18 months, Sally the Salad Robot, and Texas Hospital Association.
- New key terms: Europe’s General Data Protection Regulation, autonomous vehicles, and ransomware attacks.
- New key term and exhibit: Net Neutrality: Repeal or Retain?
- Moved from Chapter 11: The Role of Technology in Business – e-business, transforming prevailing business models, and use of robotics at work.
- Expanded section: “The Use of Robots and Artificial Intelligence at Work” with new key term: artificial intelligence, and examples: Royal Dutch Shell and BlackRock using AI.
- New discussion case: The Arrival of Autonomous Cars – Bright Future or Looming Threat?

Chapter 13

- New opening examples on 21st Century Fox, Apple, and SeaWorld Parks
- Updated material on executive compensation, including pay packages over \$100 million and the ratio of CEO pay to average worker pay
- Failures of corporate governance at Wells Fargo
- New discussion case: Corporate Governance and Executive Misconduct at Wynn Resorts

Chapter 14

- New opening example on consumer harm caused by WEN hair care products
- New example on Mylan Pharmaceuticals’ pricing of EpiPen devices
- Updated material on consumer privacy in the digital age, with a focus on Facebook advertising
- New discussion case: Volkswagen’s Clean Diesel Campaign

Chapter 15

- New exhibit on the emerging issue of fair scheduling of work shifts.

- New figure on major rights of employees.
- Updated material on the “gig economy” and its impact on workers.
- New material and figure on living wages.

Chapter 16

- New figure on the wage gap for women and minorities.
- Updated exhibit on the dearth of diversity in high-tech firms.
- Many examples of diversity and inclusion practices at companies such as Ultimate Software, Northrup Grumman, Kaiser, and KPMG.
- New discussion case: Apple and the Dreamers.

Chapter 17

- Many new examples of companies with responsible supply chain practices, including Walmart, Patagonia, and H&M.
- Updated figure on supply chain transparency, with new material on the role of blockchain.
- New figure on the percentage of companies with supply chain codes of conduct.
- New discussion case: IKEA’s Sustainable Cotton Supply Chain.

Chapter 18

- Many new examples of community initiatives by companies, including Vodafone, Whole Foods Markets, Travelers, and CEMEX.
- New material on business responses to Hurricanes Harvey and Maria.
- All new data on corporate philanthropy and giving.
- New discussion case: Salesforce’s 1+1+1 Integrated Philanthropy Model.

Chapter 19

- New chapter title: Managing the Public and Corporate Reputation.
- New examples focusing on Pepsi – Black Lives Matters advertisement, sexual harassment scandals at Fox News, using social media for blood donations by involving a Brazilian football team, Mark Zuckerberg and executive visibility, Novo Nordisk’s employee volunteering program, and Ad Council’s #ThatsHarassment project.
- New key term: media.
- New major section: Public Relations in the Internet and Social Media Age.
- New exhibits: Public’s Access to the News by Platform and Declining Percentage of People Trust the Media, 2017-2018.
- New figure: Global Sponsorship Spending, 2017-2018.
- New discussion case: United Airlines – Navigating a Social Media Storm.

NEW FULL-LENGTH CASES

- Profiting from Pain: Business and the U.S. Opioid Epidemic.
- Wells Fargo's Unauthorized Customer Accounts.
- BP Blowout: The Aftermath of the Gulf Oil Disaster.
- The Boycott of Stolichnaya Vodka.