Expanded Contents

Preface

	Acknow	ledgments
--	--------	-----------

Introduction: The Uses of Cases	p. 1
The Employee	p. 14
Workplace Safety and Employee Rights	
Du Pont's Policy of Excluding Women From the Workplace	p. 18
Peer Review at Shamrock-Diamond Corporation	p. 24
Privacy and Employee Records	
The Open Door at IBM	p. 28
Whistle-Blowing	
The DC-10's Defective Doors	p. 34
The Reluctant Security Guard	p. 41
Trade Secrets and Employee Loyalty	
Venture Capital for Rubbernex	p. 45
The Consumer, Customer, Client, and Competitor	p. 51
Advertising	
Putting the Squeeze on Citrus Hill Orange Juice	p. 54
Marketing	
KCRC's Program of Incentives for Advertisers	p. 60
Removing Rely Tampons from the Market	p. 64
Conflict of Interest	
Lilly's Consultation with Hostile Corporations	p. 71
Commissions on Sales at Brock Mason Brokerage	p. 76
Sharp Competitive Practices	
Seizure of the S.W. Parcel	p. 79
The Environment	p. 82
Human Health and Safety	
Reserve Mining's Silver Bay Facility	p. 86
Hooker Chemical and Love Canal	p. 94
Animal Health and Safety	
The Cosmetics Industry and the Draize Test	p. 104
Pate at Iroquois Brands	p. 112
Species and Wilderness Preservation	
Acid Rain and the Uses of Coal	p. 115
The Society	p. 122
Community Responsibility	
The NYSEG Corporate Responsibility Program	p. 125
Health and Welfare of Consumers	
Kellogg Cereals and Children's Television Advertising	p. 128

Banning Cigarette Advertising	p. 141
Social and Economic Justice	
Marketing Infant Formula	p. 150
H. B. Fuller/Honduras	p. 161
Social Policy on Discrimination in Employment	
McAleer v. ATandT	p. 172
The Government	p. 177
Regulation and the Legislative Process	
The FCC's Fairness Doctrine	p. 180
Manufacture and Regulation of Laetrile	p. 186
Public Policy and Corporate Responsibility	
Policies for Hazardous Chemicals in the Workplace	p. 192
Cisco, The "Wine Fooler"	p. 200
Benefits for Private Corporations and Citizens	
AIDS and the Availability of AZT	p. 207
The Ban on Insider Trading	
An Accountant's Small-Time Insider Trading	p. 214
The Multinational	p. 219
The International Employee	
John Higgins: An American Goes Native in Japan	p. 222
Drug Testing at College International	p. 227
The International Customer and Client	
Confidentiality at Swiss Bank Corporation	p. 232
Conflict of Interest	
Consulting for Jones and Jones Pharmaceutical	p. 236
Social and Governmental Relations	
Italian Tax Mores	p. 238
Polaroid In and Out of South Africa	p. 241

Table of Contents provided by Blackwell's Book Services and R.R. Bowker. Used with permission.