INDEX

Aerial Work Platforms (AWPs), 139
Anger, 89
Apocalypse, 153
ethics in 536 AD, 156–157
life at bad moment, 154–156
relevance, 157–158
Apple, 12, 25–26
Architects, 120
Artificial intelligence (AI), 51–52, 56
regulation, 56–57
scaling and, 52
Artificial reality (A/R), 4, 57
Associative logic, 26
Augmented reality, 57

Baby Boomers, 82
Bad boomers, 86–87
Baker, 11–12, 14
Bayer Pharmaceuticals, 94–95
Beagles, 78–79
Behaviors, 67
“Birds Aren’t Real” movement, 109
Blank, 38
Boomer view, 82–83
Boston Consulting Group (BCG), 56
Brand, 40
British Society for the Protection of Mini Skirts, 60–61
Broad trust, 25–27
Bullying, 14–15
Bullying Customers, 145–149
Business-to-business software (B2B software), 70
Cambridge Utilitarian School, 3
Cash, 40
Change management, 111–114
Cherry pickers (see Aerial Work Platforms (AWPs))
Chief Ethics Officer, 140–141
Chief Executive Officers (CEOs), 124, 129
Chief financial officer (CFO), 151
Chief Trust Officer (see Chief Ethics Officer)
Christianity, 37
CIA analysts, 31
Citibank, 88
Classical economics, 84
Classical Greeks, 91–92
COBOL, 55–56
Colbert Report, 109
Communications, 72
Community, 74
Company policy, 130–135
examples vis-à-vis commercial policy, 131–132
examples vis-à-vis employees’ policy, 133–134
examples vis-à-vis partnerships policy, 132
examples vis-à-vis shareholders policy, 134–135
examples vis-à-vis suppliers policy, 132–133
Compensation, 84
Competitors, 21
Consumers, 31
Context, 145–149
Contractors, 18
Coppertone, 17–18
Corporate managers, 31
Cortisol, 77
Cultural numbness, 39
Cultural relativism, 68
Customer decision-makers, 27
Customer trust, 24
Decisions, 28
Defense strategy, 105–111
Department of Justice (DOJ), 135
Developmental Psychology, 54–55
Dialogs, 116
Differentials, 83
Discrimination not reflecting costs, 145–149
“Dolphin-Safe” seal, 122
Doom (video shooter game), 54
Draize Test, 96
Drug cartels, 94
Electric vehicles (EVs), 71–72
Embedding, 145–149
agent, 17
Entitlement, 38–41
Ethical failures, 145–149
Ethical permutations, 5
Ethical practices, 143–144
Ethical pricing, 143–144
Ethical strategy, 138–139
Ethical texts, 5
Ethics (see also Generational ethics), 3, 6, 37, 61, 129, 143
in 536 AD, 156–157
case examples, 139–140
Chief Ethics Officer, 140–141
company policy, 130–135
of generational conflict, 81
higher standards, 144–149
implementation, 150–151
of intergenerational conflict, 4
M&As, 129–130
and moral values, 4
roles, 135–136
schools, 3
stupid discrimination, 150
Evil, 158
Exchange traded funds (ETFs), 88
Eye makeup, 96
Facebook, 59
Failure, 45
Family farms, 120–121
Fashion, 60–62
Fear of innovation, 51
Federal Communications Commission (FCC), 13
Financial advisors, 88
Forest bathing, 62
Frustration, 45
Garden of Greed, 14
General Electric Company (GE), 14–15
Generation Z, 82
Generational conflict, ethics of, 81
Generational ethics, 81–82
bad boomers, 86–87
boomer view, 82–83
differentials, 83
elderly, 87–89
millennial economics, 84–86
Generations, 81
Gorilla, 28
Gratitude, 89
Greatest Generation, 89
Greed, 11, 18–20, 22, 38, 91, 101
causes, 92–93
change management, 111–114
countering unethical, 114–117
dark shadows, 94–95
defense strategy, 105–111
evolution, 11–12
fights back, 103–105
growths, 13–18
networks, 102–103
and price structure, 19–20
public examples, 95–98
strategies, 91–92
transaction terms, 12–13
and trust, 22
Groupthink, 119–121
Habituation, 98
Hallucinations, 53–54
Harm, 61, 121
Headhunters, 17
Henderson Institute, 56
Higher standards, 144–149
Honors, 4
Hooking, 16
Hoppin’ World, 63
Horizon Organic, 120–121
Horizon Worlds, 59–60
Human trafficking, 94, 102
Humanity, 79
Humans, 79
Humor, 109

IBM, 70, 73–74
Incentives, 112
Information technology (IT), 51–52
Intangibles, 68–69
ethical context, 67–69
ethical evaluation, 72–73
ethical rights, 73
ethical shifts, 70–72
good and ethical, 74–75
money, 69–70
Interactions, 59
Internet capacity, 13
Invisible Gorilla Experiment, 28
iPhones, 12–13
ISIS, 77–78
Justice, 40
Justified neglect, 39
Kant’s rule, 61

Language, 17–18
Law, 6
Lies, 40–41
Linkedin.com/pulse, 103
Lobsters, 77–78, 96
Lying, 15–16

Machine learning, 52–53
Map of Buyer Trust, 30–31
Mergers and acquisitions (M&As), 129–130
Meta/Facebook, 60
Metaverse, 59–62
#MeToo movement, 43

Microsoft, 54
Millennials, 82–83
economics, 84–86
Misrepresentation, 15–16, 145, 149
Money, 69–70, 120
Money price, 12–13
Moral values, 4
Morals, 6, 39–40
Multiple reinforcing strategies, 105–106
Narcissism, 39
Narrow trust, 24–25
National Highway Traffic Safety Administration (NHTSA), 141
Nature, 62–63
Net Present Value (NPV), 21, 136–137
Net Promoter Scores (NPSs), 143–144
Networks of greed, 102–103
Newspapers, 109–110
Noema, 3, 7
Noema XIX, 38

Omnipotence, 39
Organization for Economic Cooperation and Development (OECD), 93–94

Physical assets, 40
Piracy, 68
ethical context, 67–69
ethical evaluation, 72–73
ethical rights, 73
ethical shifts, 70–72
good and ethical, 74–75
money, 69–70
Pork, 96–97
Pornography, 60–62
Preemptive ethics, 21–22
Price, 29
elements, 29
structure, 19–20
Productivity, 84–85
Promotions, 4
Proximie, 63
Psychiatrists, 98
Psychopaths, 98
“Put option” approach, 122
Quality of Service, 145–149
Quibbles, 5
Redi-Funds, 88
Refinements, 5
Religious communities, 93–94
Research and development (R&D), 86
Resource dilemmas, 40
Return on investment (ROI), 11
Risk of loss, 15–16
Robbery, 14–15
Robotics, 53
Rules, 6
Scaling, 52
Schools of ethics, 3
Seafood Inspection Program, 122
Self-righteousness, 44–47
Self-serving managers, 104
Sellers, 28–29
Services, 71
Sex, 61
Shapeshifters
ethical context, 67–69
ethical evaluation, 72–73
ethical rights, 73
ethical shifts, 70–72
good and ethical, 74–75
money, 69–70
Shining Path terrorists in Peru, 77–78
Social license, 56
Socratic beliefs, 68
Software, 71
Software as a service (SAAS), 71
Starbucks, 109
Stock market manipulation, 103
Strategic Ethical Pricing, 144
Stupidity, 110–111, 121, 124–125
Sunblock, 17–18
Sunscreen, 17–18
Suyin Electronics, 25–26
Symbols, 60–61
Tangibles, 68–69
Technology, 53
Theft, 14–15
Time horizons, 155
Top management, 124–125
Top managers, 125
Transparency, 21–22
Trump Organization, 14–15
Trust, 22–23, 32, 35
types, 27
Twitter, 59
Unethical behaviors, 37, 67, 121
Unethical initiatives, 106–109
Unethical situations, 37
Unethical strategies, 5
Upper class, 46
US Espionage Act, 103
US telecom system, 13
US White House computer system, 101
Valuable music, 68
Veal, 96–97
Victims, 5
Video games, 54–55
Vigilance, 107
Violated trust, 24
Violence, 61, 155
Virtual homicides, 59–60
Virtual reality (VR), 61
antidote to, 62–63
Virtual world, 60
antidote to virtual reality, 62–63
fashion and pornography, 60–62
Visigoth rulers, 155–156
Wealth, 37
and entitlement, 38–41
self-righteousness, 44–47
unethical acts, 41–42
women as victims, 42–44

Withdrawal of utility, 16
Women as victims, 42–44

Yield Plus Select shares, 15–16