



Contemporary Consumer & Business Ethics
Dr Neil Connon

Milan 5-8 May, 2008



Handout 6 – Business and ethics

1. Why does business exist? Is it evil?
2. Why are consumers said to be 'sovereign'? Do you agree with this?
3. What was Adam Smith's contribution to our modern understanding of business?
4. Outline some of the links between business, consumers and ethics.