ETHICS OF CORPORATE CONDUCT

Betsy C. Kysely

DISTRIBUTION STATEMENT A
Approved for public release; Distribution Unlimited
ETHICS OF CORPORATE CONDUCT

MARCH 1978
INTRODUCTION

This bibliography was prepared for the Department of Political Science to assist participants in the 20th Air Force Academy Assembly to be held at the Academy on 15-19 March 1973. It represents a selected portion of the Air Force Academy Library's holdings on the topic indicated.

The bibliography was compiled by Betsy C. Kysely of the Reference Branch of the Air Force Academy Library. The manuscript was prepared for the printer by Yo Sneddon.

BENJAMIN C. GLIDDEN, Lt Col, USAF
Director of Academy Libraries
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOOKS</td>
<td>1</td>
</tr>
<tr>
<td>PERIODICAL ARTICLES</td>
<td>5</td>
</tr>
<tr>
<td>GOVERNMENT PUBLICATIONS</td>
<td>26</td>
</tr>
</tbody>
</table>
BOOKS


Hellbroner, Robert L., et al. *In the name of profit*. Garden City, N. Y.: Doubleday, 1972. (HD 60.5 .U5 I55)


Settle, Tom. In search of a third way: is a morally principled political economy possible? Toronto, Canada: McClelland, 1976. (on order)


Periodical Articles


Andrews, Frederick. Agonizing auditors: accountants reassess disclosure standards after business scandals; bribes, political gifts spur debate on which items must be held 'material'; "a guardian of morals?" *Wall Street Journal* 185:1+, 12 June 1975.


Besilla, Robert. Ethics in marketing research (suggests the need for a code of ethics that would govern the client-consultant relationship of marketing research in order to ensure fair treatment of all parties involved). Business Horizons 19:83-6, April 1976.


Bralove, Mary. Power struggle: at United brands co., fight for control came after Honduran payoff (in connection with banana export duties); late chairman Eli Black, threatened to fire aide; battle inside the board. Wall Street Journal 185:1+, 7 May 1975.


Business and campaign spending; comments by members of Dun's President's panel. *Dun's* 99:34-7, January 1972.


Buying Favor: United brands (company) paid bribe of $1.25 million to Honduran official; cut in banana-tax rate was goal. *Wall Street Journal* 185:1+, 9 April 1975.

Calame, Byron H. After the fall: at Gulf oil nowadays, a "questionable" deal is one to be shunned; or so officials say as they try to repair concern's scandal-damaged image (illegal political slush fund and questionable payments abroad). *Wall Street Journal* 189:1+, 25 January 1977.


Carley, William M. Bribery: despite early gains, antipayoff campaign is beginning to sputter; companies demur, Congress bickers, IRS backs off; barn door is fastened; forcing puritanism abroad. *Wall Street Journal* 188:1+, 9 July 1976.


Clause, A. W. Voluntary disclosure: someone has to jump into the icy water first. Financial Executive 44:20-6, June 1976.


A code of conduct for multinationals: business is wary of a section that could force extensive disclosures. Business Week, p. 36, 5 April 1976.


Cohen, Richard E. Corporate bribery—something's wrong, but what can be done about it? Those trying to come to grips with the problem of corporate payoffs overseas are coming up against response "but everyone else gets away with it". National Journal 8:658-63, 15 May 1976.


Contractors' officers favor GOP 6-1 in contributions (campaign contributions of officials of companies ranking among the top 25 in holding defense, space and nuclear contracts). Congressional Quarterly Weekly Report 28:2291-6, 18 September 1970.


Corporate corruption; what's to be done. Economist 259:38+, 3 April 1976.


Corporate pay-offs; accountants, says honest Abe should blow the whistle (interview with A. J. Briloff). Barrons 56:5, 19 April 1976.
Corruption is bad: business is drawing up its own international rules against bribery. Economist 262:88-9, 19 March 1977.


Ethical autonomy; executives of Monsanto company pressured to contribute to political campaigns. *Nation* 221:197, 13 September 1975.


Faber, E. How I lost our great debate about corporate ethics; board of directors meeting at Eberhard Faber Inc. *Fortune* 94:180-2+, November 1976.


Firms revive political fund raising. *Industry Week* 185:15-16, 16 June 1975.


Gallese, Liz R. Clearer sailing: as the storm abates, United brands seeks to turn itself around; it tries to forget bribe era, but the effects remain. *Wall Street Journal* 188:1+, 14 October 1976.


Immel, A. R. and H. J. Lawson. A thin line: Boeing says it paid close to $70 million to sell jets abroad; but it holds all payments were "normal", seeks to dispel bribery notion. Wall Street Journal 187:1*, 5 March 1976.
In Watergate's wake, firms shun campaign giving; but bills may OK fund drive. *Industry Week* 178:13-14+, 10 September 1973.


Justice dept. asked to scrutinize alleged Lockheed USAF bribes. *Aviation Week and Space Technology* 104:20, 8 March 1976.


Karp, R. Wheat from the chaff; Cook Industries is busily trying to separate them. Barrons 57:3+, 28 February 1977.


Kristol, Irving. Ethics and the corporation: every executive assumes that so long as he personally behaves in a way that is above reproach, he has discharged his moral obligations: this is a fateful error. Wall Street Journal 185:18, 16 April 1975.
Kugel, Yerachmiel et al. International payoffs: where we are and how we got there: the business community needs to recognize the fact that payoffs are both bad ethics and business. *Challenge* 19:13-20, September/October 1976.


Landauer, Jerry. Costly concession: Gulf oil admits it paid $4.2 million to official abroad to shield assets; payoffs to unnamed nation explain most of outlays involved in SEC's suit. *Wall Street Journal* 185:1+, 2 May 1975.


. et al. Fruitful association: Del Monte Corp. finds a foreign 'consultant' can help a great deal; after it paid Guatemala nearly $500,000, doors began to open (getting government permission to purchase a banana plantation from United brands.) *Wall Street Journal* 186:1+, 14 July 1975.

. When the boss gets in trouble: a forgive and forget approach seems to be emerging as the most prevalent response of corporate directors to the political slush fund convictions. *Wall Street Journal* 186:8, 31 July 1975.


Lerner, Max. The shame of the professions. Saturday Review 3:10-12, 1 November 1975.


Lockheed and Holland...and...Japan...and West Germany. Economist 258:52+, 14 February 1976.


Meyer, Priscilla S. Audit aftermath: Avis's payoff inquiry (by outside directors) has a lingering effect as questions remain. Wall Street Journal 189:1+, 15 March 1977.


Mining the dossiers; SEC files on corporate payments. Newsweek 89:71+, 30 May 1977.


Multinationals' new clothes; OECD's guidelines. Forbes 118:48-9, 1 August 1976.


OECD ethics rules may have unexpected benefits. *Industry Week* 190: 22-4, 19 July 1976.


Penn, Stanley. Politics and business: contributions by firm to Illinois GOP follow helpful racing ruling; company run by Phil Levin, allowed to operate tracks, gives the party $100,000. Wall Street Journal 177:1+, 15 June 1971.


Political fund raising by firms to grow, as Sun Oil gets ok. Industry Week 187:17-18, 1 December 1975.


... et al. On the give: for U.S. firms abroad, bribery can often be routine business cost; though some refuse to pay, others give huge sums to key foreign officials. *Wall Street Journal* 185:1, 9 May 1975.

Scheetz, T. GM and Chile; a case study; influence of church groups on corporate ethics. *America* 135:297-300, 6 November 1977.

Perilous perks: those business payoffs didn't all go abroad; bosses got some too; IRS and SEC investigating loans and lush amenities provided for executives. *Wall Street Journal* 189:1+, 2 May 1977.


State dept. issues rules on fee, payment reports. Aviation Week and 

Stevenson, R. B. Corporations and social responsibility: in search 
36, May 1974.

Stevenson, R. B., Jr. SEC and the new disclosure. Cornell Law 

Stiffer rules for business ethics. Business Week, p. 87—90+, 30 
March 1974.

Stone, Christopher D. Controlling corporate misconduct. Public 

Sturdivant, F. D. What are ethical marketing practices? Harvard 

Taken for a camel ride? Daily Mail's charges against British Ley—

Tangling with an IRS code for professionals; rules of conduct for 
lawyers and accountants arguing tax cases. Business Week, 
p. 84, 14 February 1977.


Telling the whole truth in business takes guts. Administrative Man-
agement 34:924, September 1973.

Three-pronged attack organized to block questionable payments. 

To tell or not to tell; interviews: D. James; J. Burton. Forbes 

Towell, Pat. Foreign bribes bill readied for Senate action (with 
table entitled) "SEC list of corporate payments abroad." 
29 Commandments; code of ethics for multinationals drawn up by the Organization for Economic Cooperation and Development. Time 107:55+, 7 June 1976.

Two viewpoints: are payoffs abroad ever justified? Sometimes - when "the national interest" is at stake: interview with George C. Lodge, professor of business administration, Harvard Business School; Excessive payments "are wrong, and set an immoral example"; interview with Fred T. Allen, Chairman and President, Pitney Bowes, Inc. U.S. News 80:35-6, 12 April 1976.


Vandervicken, Peter. GM; the price of being 'responsible'. Fortune 85:99, January 1972.


Very silent partners (Bumast East Shipping). Forbes 118:18, 1 September 1976.


Wanniski, Jude. The ITT case: what's the charge? (commenting on the hearings before the Judiciary Committee, U.S. Senate, into whether the settlement of antitrust suits against ITT corporation was affected by its contribution to financing the Republican national convention). Wall Street Journal 179: 12, 20 March 1972.


Government Publications


27


