Milton Friedman
(1912 - )
Robert L. Heilbroner
(1919 - )
Ayn Rand
(1905-1982)
1. People in their twenties and thirties show dramatic changes in their approach to solving ethical dilemmas.

2. The assumptions people use to determine what is right and wrong change as much when people are 25 years old as when they were 12.

3. These changes are linked to how people understand society and their stake in it.

4. These changes occur as long as people are involved in formal education.

5. Formal curriculums have proved to be effective in influencing the awareness of ethical issues and reasoning processes.

6. There is a direct link between people’s level of moral sensitivity and their behavior in real-life situations at home and work.
101 Corporate Haiku
by William Warriner

“They mystery is:
here is the fork in the road,
but which way is up?”