

Chapter 4 Business Ethics and Social Responsibility

BusinessWeek Reader Case Study

“It’s Getting Easier Being Green”

Directions Read the *BusinessWeek* Reader on page 60 of your textbook and answer the questions.

Literal Comprehension

1. Where did John DeKoszmovszky spend his summer when he was a rising second year student the S. C. Johnson School of Management at Cornell University?

2. According to the article, what career are many MBA students pursuing?

3. How does the article define a career that involves sustainable development?

Making Inferences

4. The article states that John DeKoszmovszky was working with a team to find, among other things, a way to diversify crops. How might this goal be related to sustainable development?

5. Why is it important for the present generation to consider future generations?

6. Why is fundraising to aid patients in Africa who need medicine considered sustainable development?
