

Preface

Developing a Virtue-imbued Casuistry for Business Ethics is the first book to explore the overlap and synergy of casuistry and virtue ethics and to proffer the combination of the two as a useful way to incorporate ethics in business practice.

On one level, it is a book that brings together seemingly disparate methods for the purpose of offsetting some of the shortcomings of each when used in isolation. In this regard, the book details how case-based and virtue ethics approaches compare to other approaches, how various stakeholders can approach a similar problem differently, and how business practices can be enhanced by means of virtue-imbued casuistry.

On another level, *Developing a Virtue-imbued Casuistry for Business Ethics* takes on select business-related social issues—the genetic modification of foods, aging pharmaceuticals, disease eradication, and risk management—to show how virtue-imbued casuistry can be instrumental in business problem solving, strategizing, and risk management.

Throughout, *Developing a Virtue-imbued Casuistry for Business Ethics* recognizes the longstanding objections to casuistry as a method and virtue ethics as a normative approach. It addresses these objections directly and in depth and ultimately determines that the objections are not meritless, but mostly due to failures to understand casuistry and virtue ethics fully and in contrast to other moral approaches.

In addition, the book acknowledges the limits of its own expansiveness, particularly in regard to the issues of risk management. Nevertheless, it tackles these and other complex business issues in a clear and simple manner to encourage the reader to go on to learn more about the topics and the ways ethics might be more effectively advanced there.

In the end, *Developing a Virtue-imbued Casuistry for Business Ethics* maintains that the combination of casuistry and virtue ethics can not only stand its ground against alternative approaches, but that it is more suitable than other moral methods for everyday business contexts and use by the ordinary people charged with actually making moral decisions.

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Ethics

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