

# IP: BUSINESS ETHICS

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2. The *good*: happiness/satisfaction is good.

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  - or against duties of *truth-telling* or *promise-keeping*



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P.S. See Peter Singer on next Monday's *Enough Rope* with Andrew Denton (Channel 2 at 9:30 pm 4/10/04, the 47th anniversary of Sputnik 1's launch).



## Efficiency v. Equity

Less efficiency,  
greater equality.

*Smaller cake,  
more even slices.*

more equal

• A

Greater efficiency,  
greater equality.

*Larger cake,  
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• B

Status Quo Ante

efficiency

Less efficiency,  
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## Efficiency v. Equity or Fairness

(lexicographic ordering)

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Consequences?