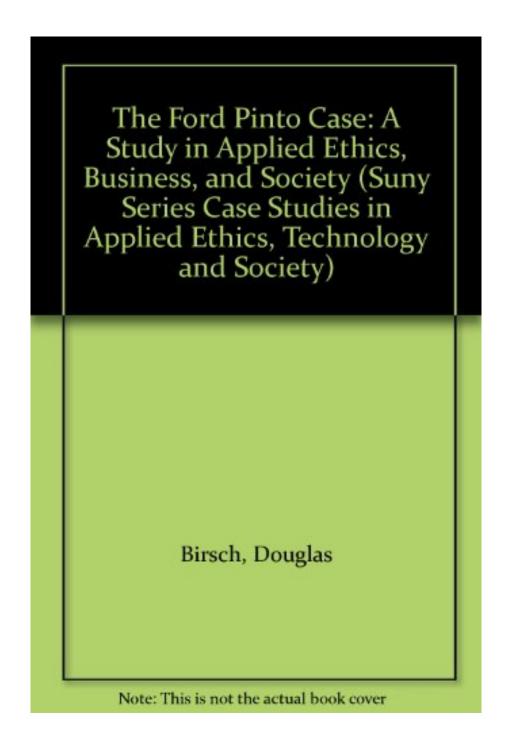


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The Ford Pinto case is mentioned in most Business Ethics texts as an example of Cost-Benefit analysis, yet in those formats any appreciation of the complexity surrounding the issues of such decisions is overly simplified. As a thorough study, this book provides material that enriches the entire idea of using a particular case as an avenue of learning about Ethics, Business, Society, Technology, and Government Regulation. Rather than as a mere reference tool for educators and other professionals, this book could be successful in the classroom in a way that no other anthology or collection of short case studies could be. Greg Pasquarello, Neumann College"

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About the Author

Douglas Birsch, Associate Professor of Philosophy is an instructor at Villanova University. He is co-author

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