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First published in 1999. This book will help professions and professionals to identify their contribution to society and to understand the argument in which they must engage if they are to justify their conduct. Because of their specialized expertise and power, the task is both difficult and pressing. The work is divided into two parts. Part 1 discusses the concepts of ethics and professional conduct, indicating their dimensions and contested nature. In each case, following examination and analysis of relevant literature, a conceptual framework or model is proposed for locating instances of, in turn, ethics and professional conduct. In part 2, the model of ethical choice is used to discuss the ethical justification of professional conduct in the various forms, locations, and stages provided by its social setting. In this way, it provides grounding arguments for relevant action by professionals and others dealing with professionals. The book concludes with a proposal for a national standing commission on the professions.

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Behavior analysis, a rapidly growing profession, began with the use and application of conditioning and learning techniques to modify the behavior of children or adults presenting severe management problems, often because of developmental disabilities. Now behavior analysts work in a variety of settings, from clinics and schools to workplaces. Especially since their practice often involves aversive stimuli or punishment, they confront many special ethical challenges. Recently, the Behavior Analysis Certification Board codified a set of ten fundamental ethical guidelines to be followed by all behavior analysts and understood by all students and trainees seeking certification. This book shows readers how to follow the BACB guidelines in action. The authors first describe core ethical principles and then explain each guideline in detail, in easily comprehensible, everyday language. The text is richly illuminated by more than a hundred vivid case scenarios about which the authors pose, and later answer questions for readers. Useful appendices include the BACB Guidelines, an index to them, practice scenarios, and suggested further reading. Practitioners, instructors, supervisors, students, and trainees alike will welcome this invaluable new aid to professional development.

"Beginning with examples of the scandals that have shaken public confidence in the ethics of Wall Street, this book explains the need for ethics in the personal conduct of finance professionals and the operation of financial markets and institutions. A broad range of practical issues in the financial services industry, investment decision making, and corporate financial management are explored, focusing on standards of fairness in market transactions and the duties of fiduciaries and agents in financial relationships. Among the topics covered are unethical sales practices, the churning of accounts, personal trading by fund managers, discrimination in home mortgage lending, the role of institutional investors,

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the socially responsible investment movement, insider trading and program trading, the abuse of bankruptcy, and hostile takeovers. Ethics in Finance also contains a critical examination of conception of the theory of the firm in finance and the financial objective of firms." - product description.

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