

office, bringing lunch, free samples, and other gifts with them.

You could look at almost any professional group and see signs of similar problems. How about the Association of Petroleum Geologists, for instance? The image I see is Indiana Jones types, with more interest in discussing Jurassic shale and deltaic deposits than in making a buck. But look deeper and you'll find trouble. "There is unethical behavior going on at a much larger scale than most of us would care to think," one member of the association wrote to her colleagues.<sup>20</sup>

What kind of dishonesty, for goodness' sake, could be rife in the ranks of petroleum geologists, you ask? Apparently things like using bootlegged seismic and digital data; stealing maps and materials; and exaggerating the promise of certain oil deposits, in cases where a land sale or investment is being made. "The malfeasance is most frequently of shades of gray, rather than black and white," one petroleum geologist remarked.

But let's remember that petroleum geologists are not alone. This decline in professionalism is everywhere. If you need more proof, consider the debate within the field of professional ethicists, who are called more often than ever before to testify at public hearings and trials, where they may be hired by one party or another to consider issues such as treatment rendered to a patient and the rights of the unborn. Are they tempted to bend to the occasion? Apparently so. "Moral Expertise: A Problem in the Professional Ethics of Professional Ethicists" is the title of one article in an ethics journal.<sup>21</sup> As I said, the signs of erosion are everywhere.

WHAT TO DO? Suppose that, rather than invoking the Ten Commandments, we got into the habit of signing our name