Matthew Austin

Business Ethics

Wennemann

2017

23. Environmental Ethics

To build on the issues of humans environmental rights Velasques and continues to talk about how the consumer is affected by the actions, more specifically, the produces that the corporations sell to them. The consumers can succumb to the dangers of: deceptive selling practices, poorly constructed products, companies failure to honor warranties, and deceptive and unpleasant advertising. For many years the actions of the companies went unmonitored. Many times companies sold false hopes to their consumers through advertising. An small example of this practice can be shown with the toy “Sea Monkeys” where children thought they were actually getting the creatures that were presented on the box, but instead “tricked” into taking care of small brine shrimp. Though this case is minuscule in its damaging effects to consumers, this similar practice was used for more dangerous items, such as medicine, foods, devices, etc. Thus the the introduction of the free market created the phenomenon known as consumer protection. With Consumer Protection: claim safety is a commodity that should not be mandated by government, safety should instead be provided through the market, in a market sellers will provide safety if the consumer demands it, the price of safety and the amount of sellers provide will be determined by the costs of providing it an the value consumers place on it, and finally government intervention in consumer markets makes them unfair, inefficient, and coercive. To combat this the moral duty ‘contract view of business firms duties to consumers’ was instilled. This states that the relationship between a business firm and its customers is essentially a contractual relationship, and the firm’s moral duties to the customers are created by this contractual relationship. The most basic moral duty that a business firm owes its customers according to the contract view, it is the duty to provide consumers with a product that lives up to those claims that the firm expressly made about the product. This ensures that the company created products that were reliable, had a clear service life which was provided by the company, maintainability, and safety (the degrees of risk associated with using a product). With these moral codes companies are held responsible for the fate of their consumers while they are using their product. This code also ensures that the company cares more about ehw well-being of their consumers, and encourages them to create the best and most safest products possible. Disregard for these moral duties will cause severe consequential as it did for the company Becton Dickinson in the article “Becton Dickinson and Needle Sticks”. In this case the largest medical supplier manufacturer Becton Dickson agreed to pay a smaller company 100 million dollars in damages to a small company called Retractable. The small company created a new syringe that was retractable thus eliminating the risks of nurse and others using the syringe from harming themselves with the needle and potentially infecting themselves. The problem was the the larger company Becton denied Rectable from selling to hospitals. The add insult to injury Becton attempted to copy the syringe and sell it to its consumers. Just like karma, the syringes that they created caused harmed to those who used it. When nurses were under high pressure situations attempted to utilize other non-retractable syringes they injured the infected themselves. This was a common and high risk issues especially during a time when the diagnosis of AIDS and Hepatitis was high. The reason Retractable wasn't able to sell their needs was because Becton signed deals that only allowed them to purchase their needles. Even though the Retractable needle was double the cost of Becton's syringe it would save the hospitals money from frequency nurs infections as well as save nurses lives. The reason why Becton was being sued was because it was keeping Rectable out of the market and potentially saving thousands of lives. Thus Becton disregard the moral duties that it agreed upon to always to concerned about the safety of the consumer.