

into milk. It also requires giving cows antibiotics which cause strains of super viruses. Are these problems counterbalanced by the product's economic benefits for farmers?

8. A commodities trader stated the following: "our information that we receive does not include anything about environmental conditions, because, until the environmental conditions become a commodity themselves, or are being traded, then obviously we will not have anything to do with that." What does this imply about corporate concern for the environment?

9. One person in the film stated the following: "Whether you obey the law or not is a matter of whether it's cost effective. If the chance of getting caught and the penalty are less than it costs to comply, people just think of it as being a business decision." In other words, criminal fines are just another cost of doing business. Might there be a more effective form of punishment that would motivate corporations to follow the law?

10. A former Goodyear CEO stated that "No job in my experience with Goodyear has been as frustrating as the CEO job. Because even though the perception is that you have absolute power to do whatever you want, the reality is that you don't have that power." Massive layoffs in particular, he explains, are driven by capitalism and not by the private sympathies of the CEO. Contrast this with the actions of Interface's CEO Ray Anderson, who imposed an environmental moral agenda. What might account for the differing perspectives of these two CEO's?

11. Noam Chomsky stated that individual slave owners may be kind people, but in their institutional role they are monsters. Is this an appropriate comparison to corporate CEO's? *Yes!*

12. A woman from India describes "terminator bio-technology", that is, seeds that are designed to grow crops for only one season. What is the profit motivation behind terminator technology and what if anything is morally wrong with it?

13. A corporate spy states the following: "It's about competition, it's about market shares. It's about being aggressive. It's about shareholder value: what is your stock at today. If you're a CEO, do you think your shareholders really care if you're Billy Buttercup or not? Do you think they'd prefer for you to be a nice guy over having money in their pocket? I don't think so. I think people want money. That's the