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Reviewer: Dr Kobus Labuschagne (Rustenburg)

In South Africa business ethics is something new and is still a fairly young discipline. The development of business ethics occurred in the last three decades, mainly in North America and Western Europe. Business ethics can be seen as an attempt to respond to problems with which business has to cope all over the world. Rossouw writes about the economic, socio-political and moral-cultural responsibilities and challenges facing business in a new South Africa. This book is a valuable contribution to the field of business ethics, especially in the South African situation. It is to be recommended to everyone practising business in our country, to business and also theological students, as well as to clergy and theologians, bearing in mind that the Church has always played a leading role in the field of ethics in general. The first chapter of the book introduces the reader to basic concepts and approaches in the discipline of business ethics in general. It also deals with the reasons why developing economies are somewhat slow in following the worldwide trend towards incorporating ethics in business. The second chapter offers a discussion of the many good reasons why business ethics should become an integral part of the business society. The third chapter focuses on the corporate responsibility debate, and identifies the economic, socio-political and moral-cultural responsibilities and challenges facing business. The fourth chapter introduces the reader to the unique nature of ethical decision-making and is called *Rational interaction*

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for moral sensitivity. In the next three chapters this strategy is implemented to deal with moral problems associated with affirmative action, AIDS and insider trading. The eighth and final chapter focuses on the role that Christian theology and the churches can play in the development of a moral business culture.
