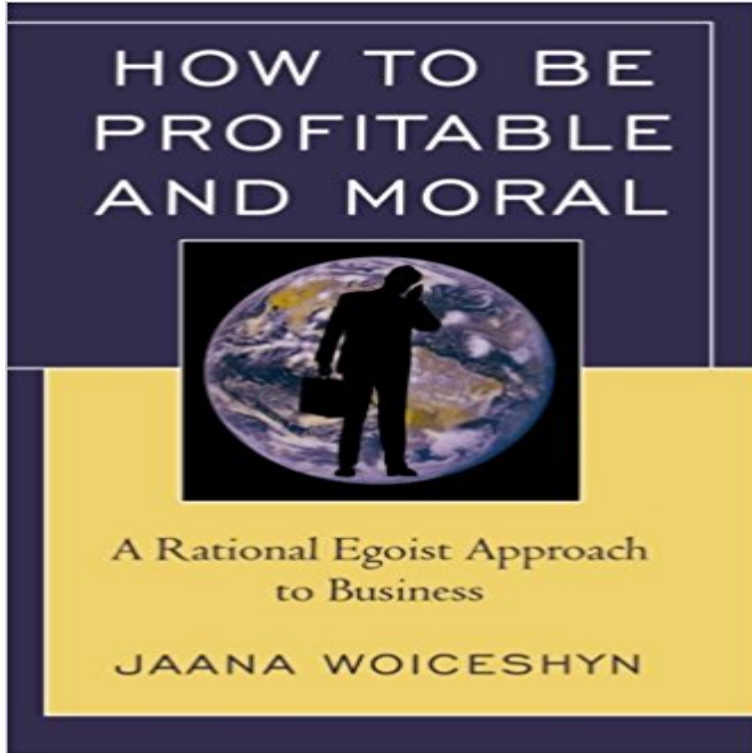


How to be Profitable and Moral: A Rational Egoist Approach to Business



According to conventional morality, either a business manager maximizes profits and compromises on morality, or sacrifices profits in order to remain moral. Woiceshyn explains why this is a false dichotomy and offers rational egoism as an alternative moral code to managers who want to be both profitable and moral.

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