

How would you judge the actions of these firms?

<p>The Clorox Company</p> <p>In early 2008, Clorox introduced a line of "99% natural" cleaning products called Green Works. This is the first such effort from a major consumer products company, and also the first time that the Sierra Club has endorsed a product line by allowing the use of its logo on the labels. In return, Clorox makes an annual contribution to the Sierra Club, the amount based on total Green Works sales.</p>	<p>MTV</p> <p>Tapping the potential of its fans, MTV has drawn millions of young people to the polls through its Choose or Lose campaign during the last four presidential elections. Its tactics include MTV specials, on-air promotion, concert tours, and voter registration drives. Due in large part to MTV's efforts, a record number of young people flooded the polls in the 2008 presidential election.</p>
<p>Ernst/Arthur Andersen (now defunct)</p> <p>Ernst, once hailed as a shining example of corporate excellence, collapsed in late 2001 due to massive accounting fraud, which bilked employees and other small investors out of millions of dollars. Arthur Andersen, hired to audit Ernst's accountings, participated in the scandal by masking the issues and shredding documents containing potential evidence.</p>	<p>Bank of America</p> <p>After receiving \$45 billion in taxpayer bailout funds, Bank of America sponsored a five-day carnival-like event outside the 2009 Super Bowl stadium called the NFL Experience. The high-profit attraction included 850,000 square feet of sports games, plus marketing solicitations for football-themed B of A banking products. The bank defended the event as an effective growth strategy, while critics blasted it as an abuse of taxpayer dollars.</p>
<p>Toyota</p> <p>In 2009 Toyota stonewalled for months before admitting to a defect in some of its most popular cars that appeared to cause fatal accidents due to unintended acceleration. Even after announcing a large-scale recall, Toyota waited five days before halting new sales on models affected by the recall. Some analysts believe that Toyota knew about the defects long before the problems began and opted to do nothing.</p>	<p>Kraft</p> <p>As obesity among kids spirals out of control, Kraft has taken a brave stand: a pledge to stop advertising unhealthy—yet highly profitable—foods to young children. Kraft also plans to eliminate in-school marketing and drop some unhealthy snacks from school vending machines. As the king of the food business, Kraft has chosen what's right for kids over what's right for its own short-term profits.</p>

EXHIBIT 4.5 Social Responsibility at Work

correct chairs and computer screens that reduce eye-strain. And the best employers respond to the ongoing employee search for a balance between work and personal life. With an increasing number of workers facing challenges, such as raising kids and caring for elderly parents, responsible companies are stepping in with programs such as on-site day care, company-sponsored day camp, and referral services for elder care.

Responsibility to Customers: Value, Honesty, and Communication A core responsibility of business is to deliver consumer value by providing quality products at fair prices. Honesty and communication are critical components of this equation. **Consumerism**—a widely accepted social movement—suggests that consumer rights



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