



JEFF GREENFIELD, 24
"Notes and Comments" Editor
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JEFF GREENFIELD - I would not consider a career in business. A man is morally responsible for what he does. The fact that he works for a large and impersonal institution does not absolve him from the moral consequences of his actions. Men act. Corporations don't. I believe that there is a pervasive ethic in the business world which will not permit me to live a moral existence. Businessmen have an obligation to their stockholders to sell the product. So they blind themselves to what the product does. Because of the nature of this commitment, my loyalty in industry would be to the organization. My conscience might not be *sold*, but I have the very definite impression it would be in hock.

The business world has liberated a substantial minority of people who want to do what they feel like doing. It's no longer a choice of discipline or poverty. The very economy that I am urged to join has created independence from itself. Heresy is now not merely tolerated but fostered. It's profitable. And to choose a lifetime of business instead of life is masochism. I suppose we do need men in business to keep the economy going. I don't want to smash the machines and go back and grow things on a farm. But it's also true that we need alternate sources of information and policy. We need men to check the standards that the businessmen set, because these standards are based on the pursuit of profit, and profit is not the only operative moral principle. We need the people who are trying to make this a better life, people who themselves enjoy a life shaped only by their choice.

Moderator -
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