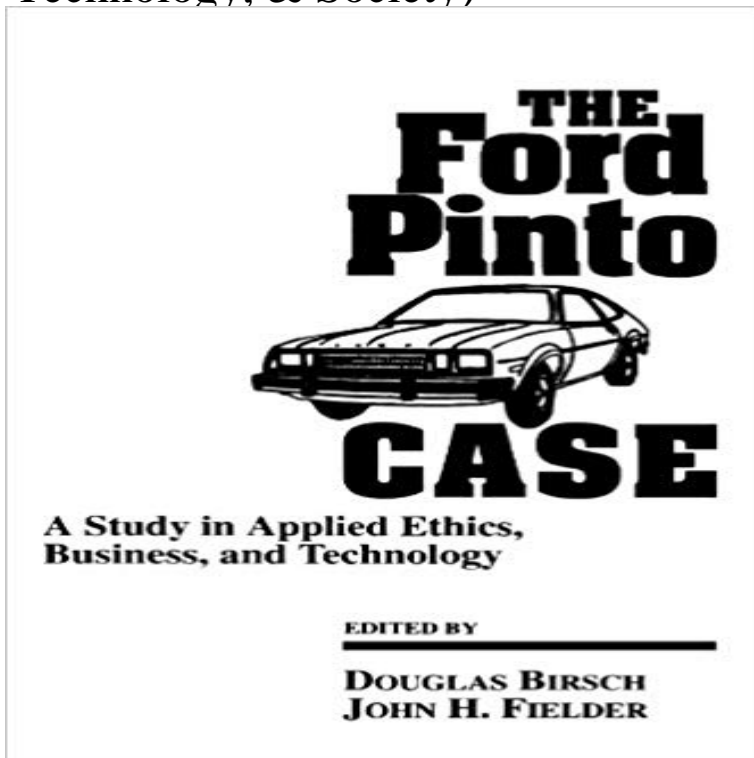


# The Ford Pinto Case (Sunny Series, Case Studies in Applied Ethics, Technology, & Society)



The Ford Pinto case is mentioned in most Business Ethics texts as an example of Cost-Benefit analysis, yet in those formats any appreciation of the complexity surrounding the issues of such decisions is overly simplified. As a thorough study, this book provides material that enriches the entire idea of using a particular case as an avenue of learning about Ethics, Business, Society, Technology, and Government Regulation. Rather than as a mere reference tool for educators and other professionals, this book could be successful in the classroom in a way that no other anthology or collection of short case studies could be. -- Greg Pasquarello, Neumann College

This book brings together the basic documents needed for reaching an informed judgment on the central ethical question in the Pinto case: did Ford Motor Company act ethically in designing the Pinto fuel system and in deciding not to upgrade the integrity of that system until 1978? The five parts of this book cover the case, cost-benefit analysis, whistle blowing, product liability, and government regulations.

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