

# Contents

PREFACE.....	v
<i>Chapter 1</i>	
PROFITABILITY: THE FOUNDATION FOR EFFECTIVE CORPORATE SOCIAL ACTION .....	3
Robert C. Guinness, President, Standard Oil Company (Indiana)	
<i>Chapter 2</i>	
DELTA—A READY HEART.....	15
Tom Beebe, Chairman of the Board, Chief Executive Officer, Delta Air Lines, Incorporated	
<i>Chapter 3</i>	
MORE THAN JUST POLICIES AND PREMIUMS.....	33
Stanley G. Karson, Director, Clearinghouse on Corporate Social Responsibility, Institute of Life Insurance	
<i>Chapter 4</i>	
MOTOROLA, INC., AND CHICAGO'S INDUSTRIAL SKILL CENTER.....	53
Robert W. Galvin, Chairman of the Board, Motorola, Incorporated	
<i>Chapter 5</i>	
USED FOR A PURPOSE.....	65
Charles J. Pilliod, Jr., President, The Goodyear Tire & Rubber Company	
<i>Chapter 6</i>	
LEARNING BY DOING .....	79
Richard L. Kattel, President, and William J. VanLandingham, Executive Vice President, The Citizens and Southern Mississippi Bank	

<i>Chapter 7</i>	
CLOSE TO THE VEST IS CLOSE TO THE BRINK.....	99
E. Mandell deWindt, Chairman of the Board, Eaton Corporation	
 <i>Chapter 8</i>	
GENERATING LIGHT.....	113
Arthur Taylor, President, CBS, Inc.	
 <i>Chapter 9</i>	
THE FAYETTE EXPERIMENT.....	131
Charles Evers, Mayor, Fayette, Mississippi	
 <i>Chapter 10</i>	
THE SEVEN SINS OF MANAGEMENT.....	151
Michael H. Mescon and Lloyd L. Byars	
 <i>Chapter 11</i>	
EPILOGUE .....	159