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Beyond Bumper Sticker Ethics: An Introduction to Theories of Right & Wrong

Steve Wilkens

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With this introductory text, Steve Wilkens takes a fresh, friendly approach to understanding and evaluating various ethical systems. Beginning each chapter with a "bumper sticker" slogan ("If it feels good, do it"; "God said it, I believe it, that settles it;" "When in Rome..."), he then moves on to examine the complex questions, conclusions and assumptions that lie at its heart.

Wilkens acquaints students with the vast array of classic and contemporary approaches to ethics: cultural relativism, emotivism, behaviourism, hedonism, ethical egoism, atheistic existentialism, utilitarianism, categorical imperative, hierarchicalism, situation ethics, theistic existentialism, theological voluntarism, and natural law ethics. For each system, his thorough introduction explores its popular "bumper sticker" expression, its core assumptions and basic elements, the questions that give rise to it, and its strengths and weaknesses.

Students, professors and general readers will welcome Wilkens's engaging text which simultaneously offers a well-rounded assessment of ethical systems and shows the relevance and prevalence of ethical ideas in daily life. (Original edition.)

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