GEORGES ENDERLE is the John T. Ryan Professor of International Business Ethics at the Mendoza College of Business, University of Notre Dame. His research focuses on the ethics of globalization, wealth creation, business and human rights, and corporate responsibilities of large and small companies, with a view on developments in China. In recent papers, he has investigated the ethics and corporate responsibilities for marketing in the global marketplace; the potential of the Golden Rule for a globalizing world; Muslim, Christian, and Jewish views on wealth creation; new concepts of long-term investing; developing business ethics in China; fairness of the Renminbi-Dollar exchange rate; and business ethics education for MBA students in China. Enderle is co-founder of the European Business Ethics Network and a former President of the International Society of Business, Economics, and Ethics (ISBEE; 2001-2004). He co-chaired the World Congress of Business, Economics, and Ethics 2000 in São Paulo, Brazil, and the subsequent Congress 2004 in Melbourne, Australia. He serves on the Board of Advisors of several academic journals and Centers for Business Ethics in various countries. He is the author and editor of 18 books and over 100 articles in scholarly journals such as Business Ethics: A European Review, Business Ethics Quarterly, International Journal of Applied Philosophy, Journal of Business Ethics, and the University of Pennsylvania Journal of International Economic Law. His most recent books in English include Developing Business Ethics in China (2006), Improving Globalization (2004; with C. Arruda), and International Business Ethics: Challenges and Approaches (1999).

**Intellectual issue to be addressed:** Defining Goodness in Business and Economics