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A well-considered and defensible understanding of what should matter most &

Beliefs about the world we have good reason to believe are true

This requires the skills of ethics – ethical literacy















## Our intellectual inheritance

- Economics:
  - Marginal analysis
  - Ensure benefits outweigh opportunity cost
- Business Ethics:
  - Honesty
  - Promise-keeping
  - Respect for law & order
  - Maximize overall wealth & well-being
  - Respect for free choice & voluntary agreements

- Clinical Ethics:
  - Respect for autonomy
  - Advancing Patient Wellbeing
  - Discharging fiduciary responsibility
- Public Health Ethics:
  - Social justice
  - Community wellbeing
  - Community engagement



















