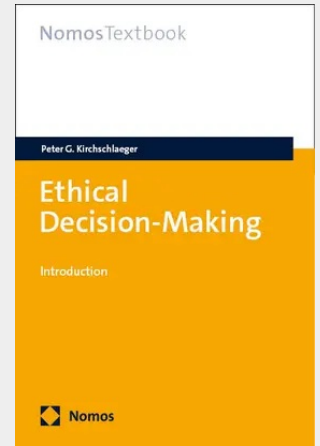


Kirchschlaeger

Ethical Decision-Making

Introduction

Ethical decision-making challenges us every day – be it in our private or professional lives, be it on an organizational or institutional level, be it in a political or economic context. The textbook encourages ethical decision-making with ease and argumentative elegance – in the following 4 steps (SAMBA): 1. See and understand the reality 2. Analyze the reality from a Moral Standpoint 3. Be the ethical judge! 4. Act accordingly! Peter G. Kirchschlaeger is Full Professor of Theological Ethics and Director of the Institute of Social Ethics ISE of the University of Lucerne as well as Visiting Professor at the Chair of Neuroinformatics and Neural Systems at ETH Zurich and at the ETH AI Center. Previously, he was a Visiting Fellow at Yale University.



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