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By Robert Prentice My friend and former colleague, Eli Cox, a distinguished professor of marketing at UT-Austin for more than 40 years, has made a wonderful contribution to business ethics education by writing Seeking Adam Smith: Finding the Shadow Curriculum of Business.

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By Jonathan B. Wight A new book has recently crossed my desk by Eli P. Cox III, Seeking Adam Smith: Finding the Shadow Curriculum of Business (2017). Cox maintains that business schools and economists have willfully misunderstood Smith's message (a familiar refrain on this blog).



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