

Cambridge University Press 978-1-107-04463-0 - Happiness and Virtue Ethics in Business: The Ultimate Value Proposition Alejo José G. Sison Table of Contents More information

## **Contents**

	List of figure	page ix	
	Foreword	xi	
	Preface	XV	
	Introduction: the ultimate value proposition	1	
1	Modern happiness studies and "individual subjective		
	wellbeing": you only get what you measure	10	
	Measuring happiness	15	
	Issues of measurement	24	
	The need for a narrative	32	
2	Happiness and income: how much happiness can		
	money buy?	39	
	In a given country, are the rich happier than the poor?	42	
	Are richer countries happier than poorer countries?	53	
	Do countries become happier as they grow richer?	61	
	How much happiness can money buy?	71	
3	Choice, desire, and pleasure: is happiness getting what	<u>:</u>	
	you want or wanting what you get?	78	
	How to spend it	78	
	Spoiled for choice	83	
	Comforts, pleasures, and the education of desire	96	
4	The biotechnology of happiness: not just a "quick fix"	111	
	It's all in the mind	112	
	Beyond pleasure and satisfaction	115	
	When all else fails	137	
			vii



Cambridge University Press 978-1-107-04463-0 - Happiness and Virtue Ethics in Business: The Ultimate Value Proposition Alejo José G. Sison Table of Contents More information

## viii contents

5	Working on happiness	151
	Happiness and employment	152
	The unhappiness of the unemployed	155
	The happiness of the employed	161
	Happiness and leisure	174
	Happiness and inflation: having more money, yet	
	feeling worse	177
6	Happiness, politics, and religion: now and at the hour	
	of our death	184
	The role of institutions	184
	The demographics of happiness	186
	Democracy and happiness	195
	Democracy and economic growth	202
	Democracy, rights, and freedoms	204
	Religion: belief and practice	212
	Religion and happiness	214
	Voluntary participation and institutions	222
7	Aristotelian virtue ethics: the forgotten philosophical	
	tradition on happiness	229
	Politics, economy, and ethics	232
	The analogy of the virtues	241
	Virtues in actions	242
	Virtues in habits	243
	Virtues in character	244
	Virtues in lifestyles	246
	Yesterday's answers to today's questions	249
	Having, doing, becoming	269
	Conclusion: learning to be happy	275
	Index	288