*Ethical Principles*

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|  | ***Egoism*** | ***Altruism*** | ***Predation*** |
| ***Intent*** | Self interest | Selfless | Self interest |
| ***Action*** | Produce | Give | Take |
| ***Consequence to self*** | Benefit | Sacrifice | Benefit |
| ***Consequence to other(s)*** | Benefit or neutral | Benefit | Sacrifice |

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|  | “Carly” | “Jane” | “Tonya” |

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| *Heroes* |  |  |  |
| *Policy: Sports* |  |  |  |
| *Policy: Money* |  |  |  |
| *Policy: Sex* |  |  |  |
| *Policy: Gifts* |  |  |  |

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| *Policy: Sports* |  |  |  |
| *Policy: Sex* |  |  |  |
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| ***Leadership*** | “Collaborative” | “Service” | “Top dog” |

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| ***Philosophers*** | Aristotelian | Platonic | Machiavellian |

**Ibsen, *The Master Builder*:**

SOLNESS. There is rather something of the bird of prey in you.

HILDE. ... And why not a bird of prey? Why shouldn't I go a-hunting—I, as well as the rest? Carry off the prey I want—if only I can get my claws into it, and do with it as I will.

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| ***Consequence to self*** | Benefit | Sacrifice | Benefit |
| ***Consequence to other(s)*** | Benefit or neutral | Benefit | Sacrifice |
|  |  |  |  |
| ***Character*** | “Carly” | “Jane” | “Tonya” |
| ***Leadership*** | “Collaborative” | “Service” | “Top dog” |

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|  | ***Free-market***  ***Capitalism*** | ***Socialism*** |  |
| ***Intent*** | Moral: Free and self-responsible (egoism) | Moral: Selfless service to society (altruism) |  |
| ***Action*** | Individualism, property, diversity, buy/sell/trade, competition, supply and demand, government protect freedom and property | Collectivism, communal property, government planning and distribution |  |
| ***Consequences*** | Practical success: freedom and wealth | Practical failure: bondage and poverty |  |