Ethics and Excellence: Cooperation and Integrity in Business. Robert C. Solomon. Oxford University Press (1992). Abstract. The Greek philosopher Aristotle, writing over two thousand years before Wall Street, called people who engaged in activities which did not contribute to society "parasites." It cannot tolerate a conception of business that focuses solely on income and vulgarity while ignoring traditional virtues of responsibility, community, and integrity. Many feel that there is too much lip-service and not enough understanding of the importance of cooperation and integrity in corporate life. This book rejects the myths and metaphors of war-like competition that cloud business thinking and develops an "Aristotelean" theory of business. Ethics and Excellence: Cooperation and Integrity in Business. Article. Jan 1993. Because the purpose of practical ethics, on this view, is to secure the cooperation of other persons in a way that respects their status as free and equal, it seeks to influence the judgments of others by providing them with reasons that are accessible to their own understanding. On this account, the independence of practical ethics is rooted in an appreciation of the constraints that nonideal circumstances place on the role that the philosophically refined premises of moral theory can play in such public deliberations.