### CHAPTER 4: Ethics & Social Responsibility

**Stakeholders.**

Read Johnson & Johnson’s credo at [**http://www.jnj.com/our\_company/our\_credo/index.htm**](http://www.jnj.com/our_company/our_credo/index.htm).

1. Identify the four major groups of stakeholders stated in the credo.

2. Describe each group and how important they are to the company.

3. What is the reasoning behind the order in which the stakeholders are listed?