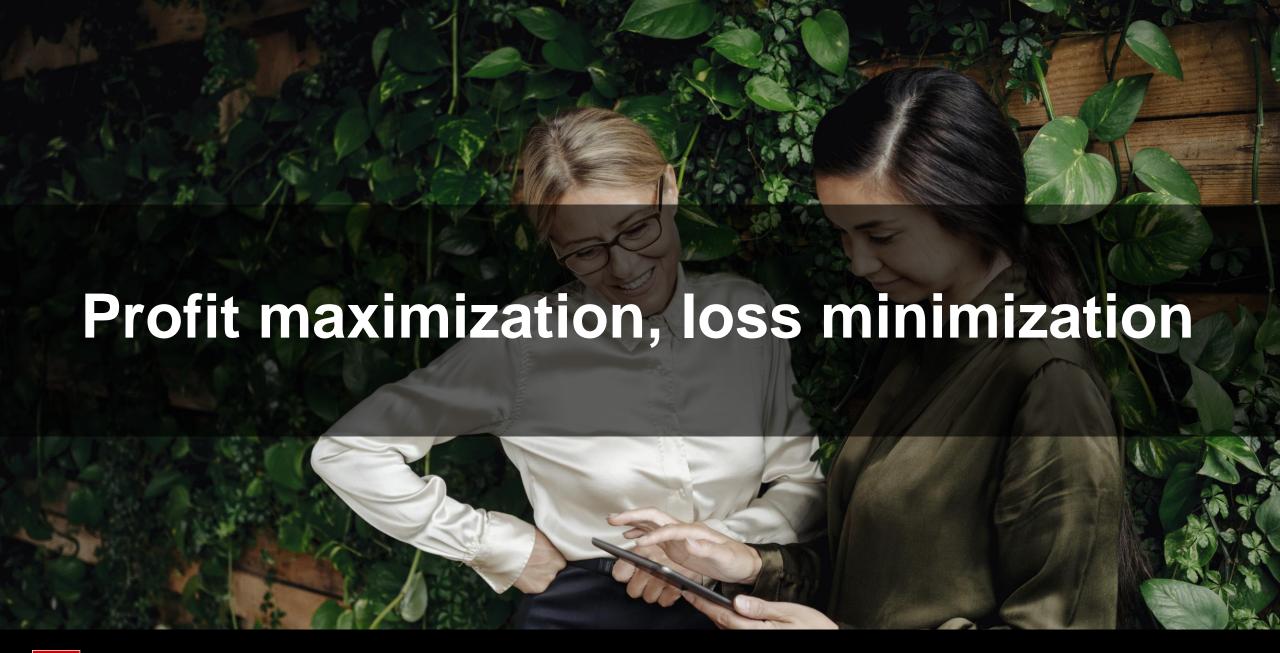




## **Contents**

- Profit maximization, loss minimization
- Cost-benefit analysis
- Possible drawbacks



## Consequentialism

What is good?

Pleasure

How to approach the good?

To maximize pleasure or to produce it as much as possible











## How things turned out as a result

- We can't ever know the full consequences of our actions
- We could never know whether an idea was good or bad
- Can human rights be based on society or governing bodies



