

Cadbury: the loss of the Quaker business ethic

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[FT Alphaville](#) →^a [Cadbury, Kraft sweeten up](#).

It's a long time since Cadbury was a Quaker business. But somewhere deep down it still thought it was.

About a decade ago I was involved in writing [Good Business: Ethics at Work - Advices and Queries on Personal Standards of Conduct at Work](#)

It's a different world view. And we're poorer for another, even remote exponent, disappearing.