

# Appendix

## Table 30: List of Quotes

- **Overview:**

“Let us endeavour, then, to think well;  
this is the principle of morality.”<sup>1</sup>  
–*Blaise Pascal*

“He who stops being better  
stops being good.”  
–*Oliver Cromwell*

- **Chapter 1:** Casuistry’s Features and History

“Writing intellectual history  
is like trying to nail jelly to the wall.”  
–attributed to *William Hesselstine*

- **Chapter 2:** Casuistry versus Ethical Pluralism with Applied Principles

“You always admire  
what you really don’t understand.”  
–*Blaise Pascal*

- **Chapter 3:** Normativity and Analogy in Casuistry

“It is the weight, not numbers of experiments that is to be regarded.”<sup>2</sup>  
–*Isaac Newton*

- **Chapter 4:** The Role of Principles in Casuistry

“The pure and simple truth is rarely pure and never simple.”<sup>3</sup>  
–*Oscar Wilde*

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<sup>1</sup> (Pascal 1958, p. 347).

<sup>2</sup> (Povinelli 2012, p. xvi).

<sup>3</sup> (Wilde 2005, p. 12). The full quote is: “Algernon. The truth is rarely pure and never simple. Modern life would be very tedious if it were either, and modern literature a complete impossibility!”.

- **Chapter 5:** Reflective Equilibrium and Casuistry  
 “People are usually more convinced by reasons  
 they discovered themselves  
 than by those found by others.”  
 –attributed to *Blaise Pascal*
  
- **Chapter 6:** Criticisms of Casuistry  
 “A bad carpenter quarrels with his tools”  
 (Japanese: こうぼうふでをえらばず, Koukou fude o erabazu)  
 –*Japanese proverb*
  
- **Chapter 7:** Casuistry’s Revival  
 “History doesn’t repeat itself—  
 at best it sometimes rhymes.”  
 –attributed to *Mark Twain*
  
- **Chapter 8:** Aristotle’s Virtue Ethics  
 “Different men seek after happiness  
 in different ways  
 and by different means,  
 and so make for themselves  
 different modes of life.”<sup>4</sup>  
 –*Aristotle*
  
- **Chapter 9:** Other Virtue Theories and Applications to Business  
 “Ability will enable a man to get to the top,  
 but character will keep him from falling.”  
 –*Chinese Proverb*
  
- **Chapter 10:** Virtue Ethics’ Value  
 “Watch your thoughts for they become words.  
 Watch your words for they become actions.  
 Watch your actions for they become habits.  
 Watch your habits, for they become your character.  
 And watch your character, for it becomes your destiny.  
 What we think we become.”  
 –*Margaret Thatcher (played by Meryl Streep) in “The Iron Lady”*<sup>5</sup>
  
- **Chapter 11:** Establishing Virtue-imbued Casuistry: A Synergy of Methods  
 “Synergy: A Code Word Lazy People Use  
 When They Want You to Do All the Work.”<sup>6</sup>  
 –*Demotivator by Despair, Inc.*
  
- **Chapter 12:** Casuistry and the Business Case Method  
 “Coming together is a beginning;  
 keeping together is progress;  
 working together is success.”  
 –attributed to *Henry Ford*

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<sup>4</sup> (Aristotle 2009a, VII.8.1328b).

<sup>5</sup> (Lloyd 2011).

<sup>6</sup> (Despair 2012).

- **Chapter 13:** Breaking Stalemates: Using the Method to Upset the Genetically Modified Foods Impasse

“Up till now I always thought bickering  
was just something children did and they outgrew it.  
Of course, there’s sometimes a reason to have a ‘real’ quarrel,  
but the verbal exchanges that take place here  
are just plain bickering.”  
–*Anne Frank* (Frank, 2010, 42)

- **Chapter 14:** Cases Can Caution: Smallpox, Polio, and Managing Risk Exposure  
“...no man dared to count his children as his own until they had  
had the disease.”

–*Comte de la Condamine*  
18th century mathematician and scientist referring to smallpox  
(Shors 2011, p. 130)

- **Chapter 15:** Managing the Risks of an Aging Medication: The Case for Cases  
“It is better by noble boldness to run the risk of being subject to half the evils we anticipate than  
to remain in cowardly listlessness for fear of what might happen.”<sup>7</sup>

–*Herodotus*

- **Chapter 16:** Capturing the Right Scenarios with Prudent Case Use in Modeling

“I’m tempted to stop acting randomly.”  
(Dilbert in response to the boss’ suggestion that they schedule a scenario-based roundtable  
discussion about their enterprise project management using the company’s infrastructure survey  
tool to architect a risk-based tiering system.) (Adams 2012)  
–*Scott Adams*

- **Chapter 17:** What’s Next

*The End*  
This is the end  
Beautiful friend  
This is the end  
My only friend, the end  
Of our elaborate plans, the end  
Of everything that stands, the end  
No safety or surprise, the end  
–*The Doors, written by Jim Morrison*

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<sup>7</sup> (Herodotus 1890). The quote here is a summary of the following: “It is better to have good courage about everything and to suffer half the evils which threaten, than to have fear beforehand about everything and not to suffer any evil at all: and if, while contending against everything which is said, thou omit to declare the course which is safe, thou dost incur in these matters the reproach of failure equally with him who says the opposite to this. This then, I say, is evenly balanced: but how should one who is but man know the course which is safe? I think, in no way. To those then who choose to act, for the most part gain is wont to come; but to those who reckon for everything and shrink back, it is not much wont to come.”

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