

Lecture video - ethical egoism

Business



The theory is, however, silent on the concurrent promotion of one's self-interest as well as those of others; only emphasizing one's interest as the only variable to fulfilling the basic goal of one's happiness. It also does not inhibit actions that help others but endorses actions of giving oneself the pleasure, in effect, encouraging selfishness rather total foolishness.

According to the theory, helping others does no good, for it is not only a denial of value of individualism, which in effect, degrades physically and/or emotionally wellbeing but an offensive intrusion into other people's business, which cannot be fulfilled by any other person other than the self, for true needs are best known only to the individual. Moreover, sustaining other people's lives is sacrificing the individuals' interest, which in itself is a zero-sum game.

The arguments are, however, at loggerheads with rational thinking. First, the argument that helping others only serves to mess them up is counterproductive. The idea of diminished individual value is also based on a false dichotomy, for it does not have to be a zero-sum game as opined by the ethical egoists. Notably, the theory divides the world into two categories: the individual and all others, and actually places the former way above the latter, making it a discriminative theory grounded on irrational bases. On the contrary, we should care for others because their interests are comparable to own.