

**Sison, Alejo José G. Happiness and virtue ethics in business: the ultimate value proposition. Cambridge, 2014. 301p bibl index ISBN 9781107044630, \$99.00.**

Social scientists throughout North America, Europe, and Australia never seem to tire of writing about happiness (or subjective well-being). French scholars arguably lead the pack, which is somewhat ironic given President François Hollande's quip that his fellow citizens are—on average—less happy than citizens of countries that are under siege (he mentioned Syria by name). Product differentiation in this case is that Sison (Univ. of Navarre) is a humanist from Spain—a philosopher, specifically—and has as a target audience those with business ethics and values interests. Sison's seven chapters, each with references, survey the research on happiness and its measurement, review the literature on the relationship between happiness and money, introduce the latest wrinkles from neurology, add complementary considerations such as the contribution of work and religion to human happiness, and offer a recap of Aristotle's contributions and Aristotelian virtue ethics to the subject. The author ends with a conclusion—not a full chapter—subtitled “Learning to Be Happy,” which in some sense condenses all that has gone before it into 13 pages, seemingly an abbreviated version for those who want to be happy but are in a hurry. Summing Up: Recommended. Lower-division undergraduates and above; general readers.