Ethics and Excellence: Cooperation and Integrity in Business. Oxford: Oxford University Press. has been cited by the following article: TITLE: The Psychology of the Overview Effect and Global Economic Ethics. AUTHORS: Rutherford Card Johnson. For it to have a wide-sweeping effect on the business and financial landscape, a critical number of individuals must experience such an internal shift. This study considers the landscape of ethics in the economics and then considers the cognitive shift process known as the Overview Effect, recently popularized in National Geographic's new television series, One Strange Rock, as a means to provide insight into improving the ethical environment in economic.