

Embryo

Merry or Misguided? The Ethics of Hobby Lobby's Gun-Related Christmas Decorations

This case is about Hobby Lobby, a privately held art-and-crafts retailer, and their controversial gun-themed Christmas ornaments. Faced with customer criticism, Hobby Lobby had to decide how to respond to angry customers and decide if selling shotgun-themed ornaments was consistent with its commitment to “Honoring the Lord in all we do by operating the company in a manner consistent with Biblical principles”?

This decision-based case is appropriate for courses in business ethics, management, and public relations.