The Berkshire Museum and the Ethics of Selling Art Daniel Beck

The executive director claims that the museum's future financial planning "is not about what we have. It is about who we are for." What does he mean? How do these moves reflect who they are for?

Why might the Berkshire's sale of art violates the Code of Ethics for Museums? Why might it not? How should we respond? Does the Code of Ethics for Museums need to be reconsidered?

The author claims that "the line that runs from general moral principles to specific action-guiding ethical rules is never straight." What does this mean, and how does this particular case help to demonstrate this? If all museum directors can agree that "their mission is to safeguard the public's common interest in our collective cultural heritage" why is there any problem?