Abstract
The purpose of this article is to present ethical reflections on public management that orient citizens in the search for ideal solutions that benefit society as a whole; which is a key issue in strengthening the democratic system in an historic moment when many Latin Americans question whether or not traditional democracy is responding to the needs of excluded citizens. The development of a theoretical contrast, the construction of a map for social living based on cooperation, and the responsibility of public management are all amalgams in the attempt to strengthen a new Venezuelan cultural ethic. Also a discussion on the part of a focal group represented by the mayors of the Maracaibo, and Cañada de Urdaneta municipalities is presented, giving evidence to internalized characteristics of willingness in favor of social living, which justifies the need to internalize essential conditioning values in the search for proper promotion and cooperation characteristics which will promote a more just and humane society.

Keywords
Ethical culture, public management, social living map, ethical debate, ethical responsibility.