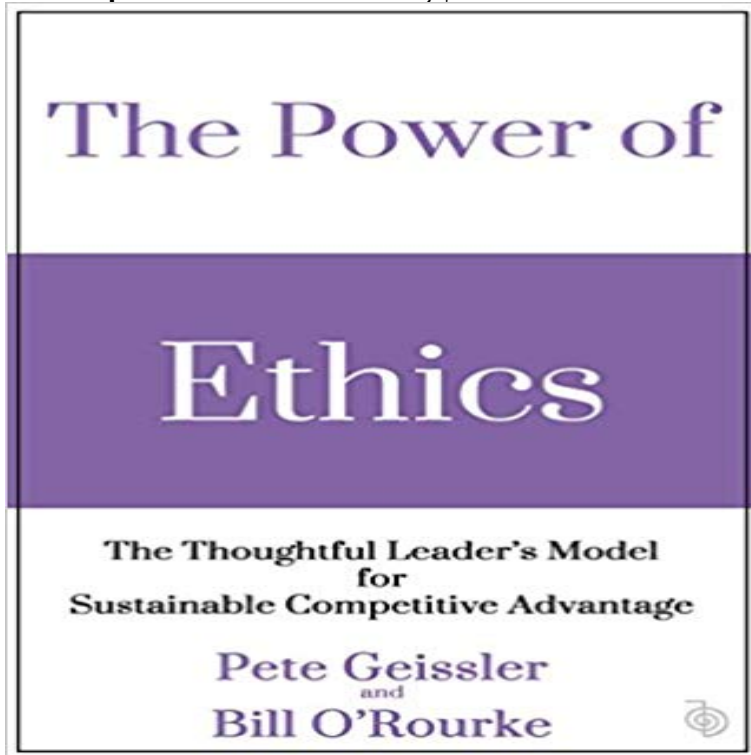


The Power of Ethics: The Thoughtful Leaders Model for Sustainable Competitive Advantage



Snapshot, reviewers comments: Organizations and individuals that behave ethically enjoy a commanding and enduring lead in achieving success ...This book should be mandatory reading for every corporate officer and employee...a practical application of real-world experience...a valuable addition to the ethics discussion. Excerpt: Ethics--or its lack-- sticks its multi-faceted nose into just about every inter-personal activity, or it could and should. But, unfortunately, not everyone understands and practices this truism, and all too few of the folks who lead our institutions are aware of the need for ethics and have made ethical practices an integral part of their everyday activities, although we daresay that most or all say that they do, which of course is lying and, obviously, unethical. So, if ethical behavior is widely thought to be needed and is beneficial to individuals and institutions, why doesnt everyone practice it all the time? The answer is deceptively simple: too many people, unfortunately and to their own detriment, are unaware, aka ignorant, of the need for or positive consequences of ethical behavior. On the other side of that same coin, too many people, unfortunately and to their own detriment, are blissfully unaware of the negative consequences of unethical behavior, blinded as they could be by selfishness, greed, and the need for control over others. The operative words are unfortunately and to their own detriment.

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