

Developing a Corporate Ethics Strategy: Leading CEOs on Building a Culture of Trust, Addressing Ethical Dilemmas, and Ensuring Company Consistency (Inside the Minds)



Developing a Corporate Ethics Strategy is an authoritative, insiders perspective on defining, instituting, and maintaining an ethics policy for your company. Featuring CEOs representing some of the top companies in the nation, this book provides best practices for creating core values that can be woven into the business fabric to ensure the ongoing execution of moral decisions. In the wake of recent corporate scandals, CEOs face increasing pressure to guarantee honest business practices, and these authors offer real-life advice for leading by example, building trust, and treating employees fairly. From examining executive compensation to setting the standard for proper behavior to confronting ethical dilemmas, this book provides valuable insight for those looking to instill a culture of transparency and accountability. Showing a responsibility to clients and the community, these authors also demonstrate how the meaning of ethics extends beyond the traditional right vs. wrong definition to include sustainability efforts like solar energy, as well as generosity in the form of charitable contributions and profit-sharing. Highlighting the importance of acting ethically all the time, the authors also offer tips for repairing a damaged reputation and winning back jaded customers should a breach of ethics occur. The different niches presented and the breadth of perspectives represented enable readers to get inside some of the leading executive minds of today, as these insiders offer up their thoughts around the keys to indelibly integrating ethics into the DNA of your company. Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to a thought leadership piece

and is a future-oriented look at where an industry, profession or topic is headed and the most important issues for the future. Each author was hand-picked by the Inside the Minds editorial board. Chapters Include: 1. Adolfo E. Gutierrez, Chairman of the Board and Chief Executive Officer, Falcon International Bank - Treating Your Business as You Would Your Family 2. Knight Kiplinger, Editor in Chief and President, Kiplinger Washington Editors Inc. - The CEO's Role in Creating an Ethical Corporate Culture 3. Daniel J. Elsener, President, Marian College - Mission-Driven Leadership: Responding to Ethical Challenges 4. Dr. Adam Kolawa, Chief Executive Officer, Parasoft Corporation - Nothing but the Truth: Honesty as a Business Imperative 5. Thomas de Petra, President and Chief Executive Officer, Winland Electronics Inc. - Building World-Class Corporate Ethics: A Top-Down Process 6. Michael Friedenberg, President and Chief Executive Officer, CXO Media Inc. - Integrated in the Company's DNA: The Golden Rule at Work 7. Michael Hannigan, President and Co-founder, Give Something Back Inc. - Encompassing Environmental Awareness, Transparency, and Accountability 8. Jeff Kahn, President, Whiting Corporation - Imparting a Positive Message: Integrity Is the Highest Value 9. Donald P. Johnson, President and Chief Executive Officer, American Business Bank - No Shortcuts: Ethics Ensure Excellence in Your Field 10. Amy B. Mansue, President and Chief Executive Officer, Children's Specialized Hospital - Mission, Vision, and Values: Ethical Behavior for Hope and Health 11. Christine Curry Freeland, Chief Executive Officer, Riverstone Residential Group - Constructing a Reputation of High Integrity 12. Michael S. Bassis, President, Westminster College - Higher Education's Ethical Obligation to Students and Society

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