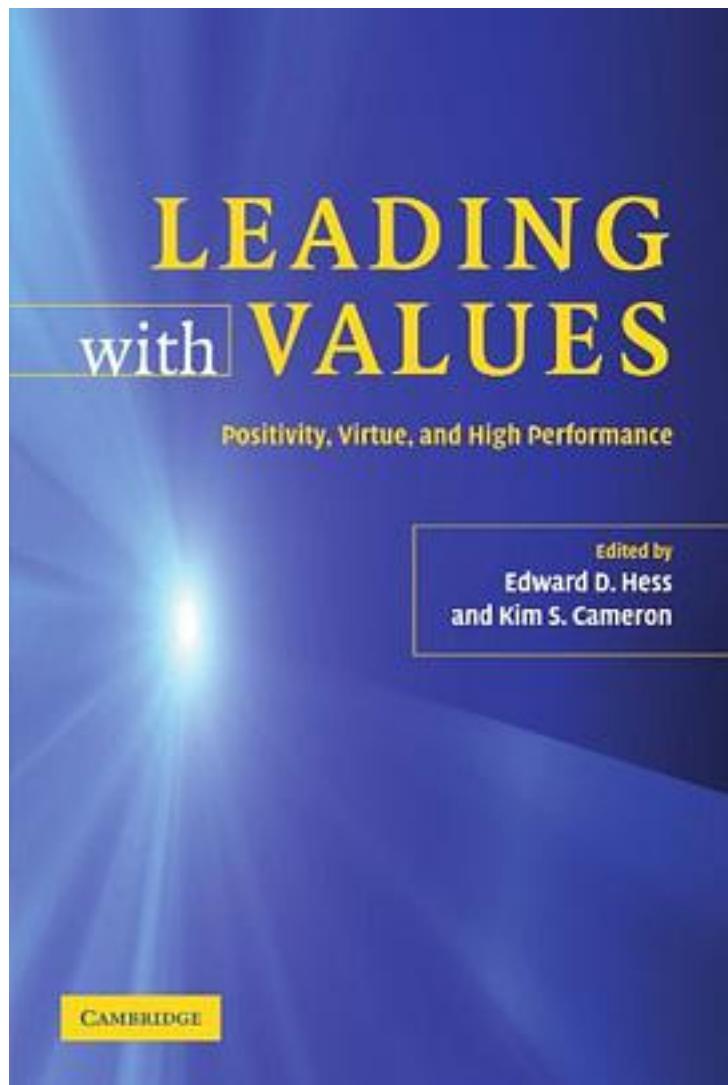


# Leading with Values



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Values-based leadership is based upon honesty, respect, trust and dignity, and it regards every employee within a company as a valued human being. This book describes the characteristics of leaders who focus on positivity and virtues to create and sustain highly successful organizations such as Synovus Financial Corporation, HomeBanc Mortgage Company, and the United States Marine Corps. It also addresses leader mistakes and forgiveness, and how difficulties and challenges can be overcome to achieve spectacular results. This inspiring book offers practical advice that can be applied to individual leadership styles and roles. As society tries to rebound from the recent scandals involving fraud, financial improprieties, and unethical behavior among its leadership, the fundamental message of *Leading with Values* is clear: acting ethically and virtuously, and treating all stakeholders with respect and dignity, can create extraordinary outcomes without sacrificing performance and profits.

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