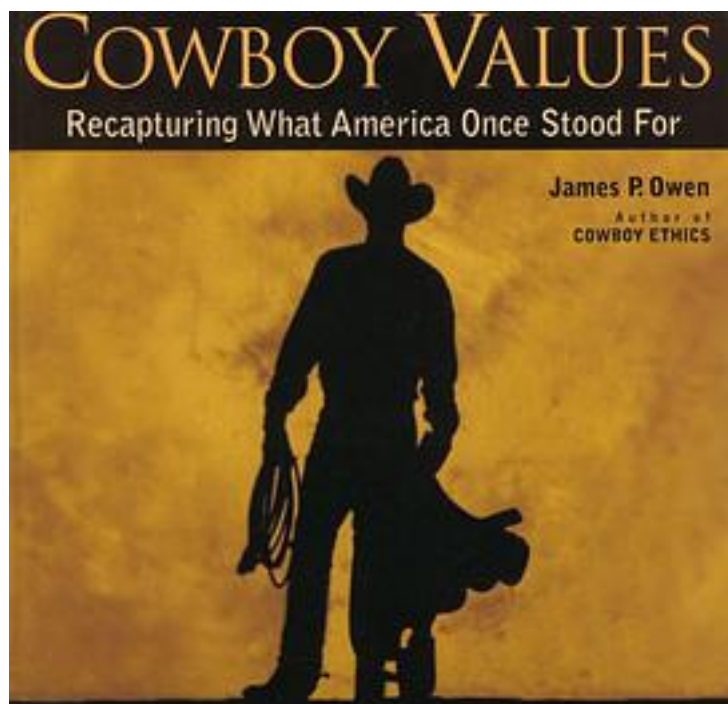


Cowboy Values



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著者:Owen, James P.

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Jim Owen leads a massively successful seminar that is in huge demand by financial groups, teachers' organizations, and professional associations. His first book, *Cowboy Ethics*, has sold more than 60,000 copies in two years. Now Owen continues his nonpartisan message, offering the legacy of the cowboy as a model of accessible, positive qualities that all can agree on, regardless of religion or political persuasion. This new book explains the enduring values he observed in cowboys, ones that can lead us to personal and professional fulfillment: a "can-do" spirit, authenticity, courage, strength of character, humbleness, chivalry, and heart. Accompanied by striking full-color photos, this motivational guide is the only book of its kind, and it will inspire readers from all walks of life in the tradition of best sellers such as *Fish*, *Good to*

Great, and Think and Grow Rich.

作者介绍:

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