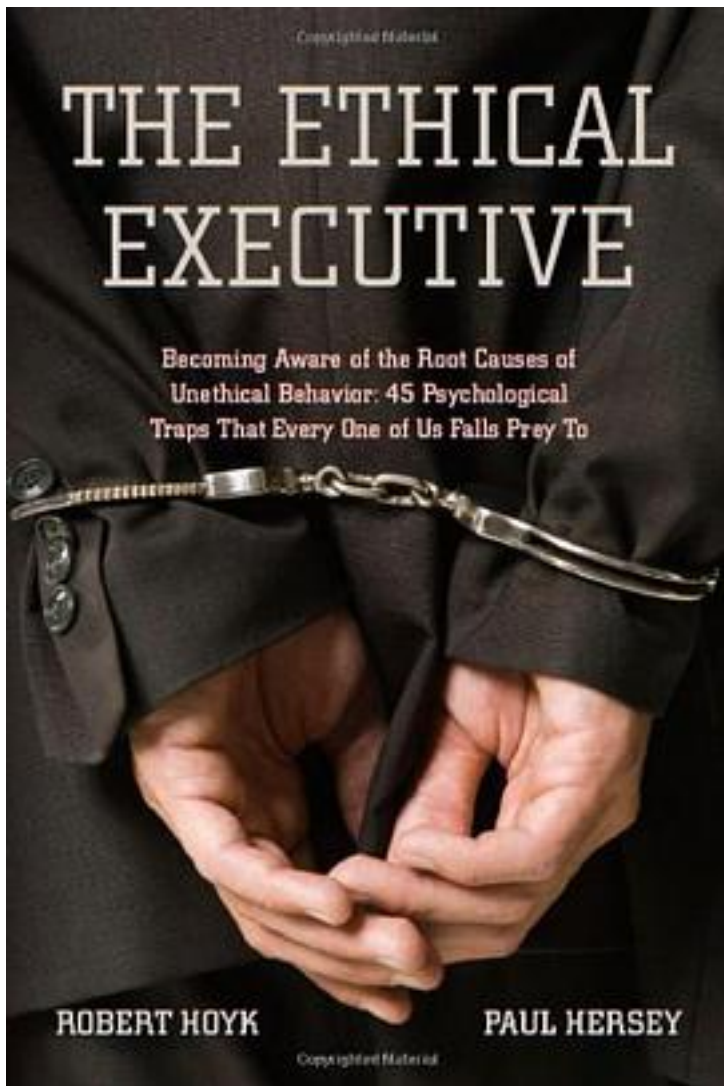


The Ethical Executive



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著者:Hoyk, Robert/ Hersey, Paul

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In this book, Hoyk and Hersey describe 45 "unethical traps" into which any one of us can fall. These traps, they say, can erupt in any organizational environment. Some of these traps distort our perception of right and wrong--so we actually believe our unethical behavior is right. Many of them are psychological in nature, and if we are not aware of them they are like illusions--webs of deception. In the authors' analysis, these traps significantly contributed to the large-scale corporate disasters we witnessed in recent years. Hoyk and Hersey take account of these realities and offer a "real-world" method that will predict, preclude, and, if necessary, "get us out of" these traps. Given the increased scrutiny under which all executives and managers operate today, this book is a 'must read' for anyone who is charged with achieving an organization's mission--whether that mission is increasing profit, serving the common good, or both.

作者介绍:

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