

The Ethics Challenge

Please read The Ethics Challenge. Please act on it. Your professional and family life alike literally depend on it. Bravo!
—Tom Peters, "uber-guru of management" (*The Economist*)

THE ETHICS CHALLENGE



STRENGTHENING YOUR
INTEGRITY
IN A GREEDY WORLD

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The news pages are full of unethical politicians, the sports pages full of rule breaking players and parents, the business pages full of sleazy companies and greedy CEOs, the education pages full of students who cheat on exams. What's a person to think? Perhaps you really do have to cheat to win. Perhaps you need to shade the truth to get ahead. Good people hear that "everybody does it," and wonder. Read THE ETHICS CHALLENGE: STRENGTHENING YOUR INTEGRITY IN A GREEDY WORLD and wonder no more. This breezy, story-filled guide to becoming a more ethical person explains why ethical behavior is a winning strategy, then lays out six things everyone can do to keep strong and to follow their good intentions. It prepares people to stick to their basic values in the face of ethical challenges they meet every day.

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