



The Power of Ethical Management

Norman V. Peale, Ken Blanchard

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Ethics in business is the most urgent problem facing America today. Now two of the best-selling authors of our time, Kenneth Blanchard and Norman Vincent Peale, join forces to meet this crisis head-on in this vitally important new book. *The Power of Ethical Management* proves you don't have to cheat to win. It shows today's managers how to bring integrity back to the workplace. It gives hard-hitting, practical, *ethical* strategies that build profits, productivity, and long-term success.

From a straightforward three-step Ethics Check that helps you evaluate any action or decision, to the "Five P's" of ethical behavior that will clarify your purpose and your goals, *The Power of Ethical Management* gives you an immensely useful set of tools. These can be put to work right away to enhance the performance of your business and to enrich the quality of your life. *The Power of Ethical Management* is no theoretical treatise; Peale and Blanchard speak from their own enormous and unique experience. They reveal the nuts and bolts, practical strategies for ethical decisions that will show you why integrity pays.

"So Vince Lombardi was wrong. Winning is not the only thing as headlines and hearings from Wall Street to Washington confirm. Now comes a better game plan from the powerful one-two punch of Ken Blanchard and Norman Vincent Peale in a quickreading new book, *The Power of Ethical Management*. Peale and Blanchard may be the best thing that has happened to business ethics since Mike Wallace invented *60 Minutes*.

-- JOHN MACK CARTIER
Editor-in-Chief
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