



## The Power of Ethical Management

By Norman V. Peale, Ken Blanchard

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**The Power of Ethical Management** By Norman V. Peale, Ken Blanchard

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  
Good Housekeeping

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## The Power of Ethical Management By Norman V. Peale, Ken Blanchard Bibliography

- Sales Rank: #512916 in Books
- Brand: Brand: William Morrow
- Published on: 1988-02-11
- Released on: 1988-02-11
- Original language: English
- Number of items: 1
- Dimensions: 8.25" h x .61" w x 5.50" l, .60 pounds
- Binding: Hardcover
- 144 pages

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### **Editorial Review**

#### **From Publishers Weekly**

Addressing moral dilemmas in a time of influence peddling, insider trading and city-hall scandals, Blanchard (The One Minute Manager) and Peale (The Power of Positive Thinking) offer guidance in the form of a parable: a sales manager being pressed for results interviews a hot job candidate who promises that, if hired, he will disclose trade secrets of his former employer, a competitor. The sales manager agonizes over the ethics of the situation and seeks counsel with friends as well as a consultant who gradually puts things right with the help of an "ethics check" and "five principles of ethical power." The manager goes on to discover how company honesty and good feeling can be developed, with ensuing business success and profitability. The authors have produced a quick, inspirational read, with encouragement for those whose principles are at risk in business.

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#### **From Library Journal**

Peale and Blanchard encourage managers to confront ethical dilemmas in this short, very readable book. Much as Blanchard did in The One Minute Manager, they use the parable format, focusing initially on a hiring issue for a manager in a high-tech company in which many common ethical problems emerge. The authors present a three-question check list for dealing with ethical issues in organizations and encourage top management to empower managers to think and act ethically by implementing a simple system of five principles of ethical power. Recommended for general collections. Jane M. Kathman, Coll. of St. Benedict, St. Joseph, Minn.

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#### **Review**

"The book is on target-the right subject for the time.-- Peter V. Ueberroth  
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