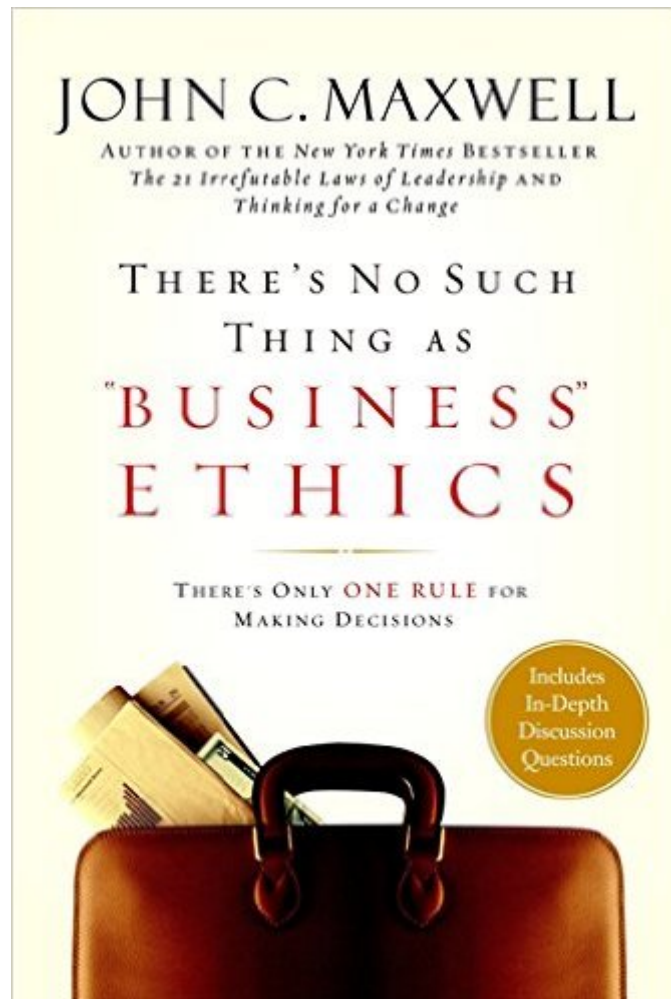


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# There's No Such Thing As "Business" Ethics: There's Only One Rule For Making Decisions



## Synopsis

There's no such thing as business ethics. How can that be? Because a single standard applies to both your business and personal life-and it's one we all know and trust: the Golden Rule. Now bestselling author John C. Maxwell shows you how this revered ideal works everywhere, and how, especially in business, it brings amazing dividends. *There's No Such Thing As "Business" Ethics* offers:

- \* Stories from history, business, government, and sports that illustrate how talented leaders invoked this timeless principle
- \* Examples of difficult business decisions-layoffs, evaluations, billing clients, expansion-and how the Golden Rule applies to each
- \* The five most common reasons people compromise their ethics-and how you can prevail over such moral obstacles
- \* How applying the Golden Rule to business builds morale, increases productivity, encourages teamwork, lowers employee turnover, and keeps clients coming back.

John C. Maxwell not only reveals the many ways the Golden Rule creates the perfect environment for business success, but does it with great wisdom, warmth, and humor. Backed by flawless research and the ideas of history's best thinkers, this engaging book brilliantly demonstrates how doing the right thing fosters a winning situation for all, with positive results for employees, clients, investors, and even your own state of mind. Business runs much more smoothly, profits increase, and you know that you've set the groundwork for years of future prosperity...and it's all thanks to the tried-and-true Golden Rule.

## Book Information

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## Customer Reviews

In the aftermath of the many corporate scandals of the last two years, most people are looking for a

way to reintroduce ethics into the companies they work for and invest in. In the process, some enthusiasts for ethical behavior have created whole libraries of do's and don'ts that tend to confuse the issue. What's the answer? Dr. John C. Maxwell proposes a simple idea: Ethics is the same for all parts of one's life, whether in business or personal activities. "Asking the question 'How would I like to be treated in this situation?' is an integrity guideline for any situation." He builds on that standard to suggest an even higher one, something he calls "developing the Midas Touch." Your goal is to exceed the Golden Rule: 1. Treat people better than they treat you. 2. Walk the second mile (do more than just going the extra mile). 3. Help people who can't help you. 4. Do right when it is natural to do wrong. 5. Keep your promises even when it hurts. If we all did this, our world would be filled with an abundance of kindness and goodness that would enrich each of us much more than any material possessions could. Although I was certainly familiar with the Golden Rule, my understanding of it deepened greatly from reading this book. As an example, I think about the rule as "Do unto others as you would have them do unto you." That gets me to thinking about what I am going to do to them before I think about what I would want in that situation. Dr. Maxwell's rephrasing gets me to thinking about what the ideal thing is to do before I consider the other person. That improved my ability to think of good solutions even though the concept is unchanged by the rephrasing.

Being in sales I have noticed something over the years. Some of the great sales training programs and literature always seem to stress integrity. For example, "Always follow up when you say you will." However, they also advocate all sorts of little white lies in dealing with customers and prospects in order to get your foot in the door. This is exactly the kind of "ethics" that John Maxwell is taking on in this book. It is refreshing to have Maxwell remind us that integrity goes much deeper than what is legal. His thesis is that a form of the Golden Rule, (Do unto to others, as you would have them do unto you,) is the only way to make tough, ethical decisions in any area of your life. One of the problems I had was that the book really is geared towards leaders of companies, and doesn't address what you are to do if you are caught in a situation where you really don't have any power over the decisions of the company, but you are forced to execute those decisions, even if they are unethical. He praises whistle-blowers, but he doesn't seem to openly advocate the practice. To his credit, Maxwell does state that using the Golden Rule will not always bring you success, but he states it as a kind of afterthought. His example of a high school football coach benching his players for underage drinking and then losing the big game because of their absence is hard to apply to a real life business situation. Having a tough sales deal on the line that can make or break the company and mean that you or people you work with or work under will lose their

jobs, or their bonuses can be a little more stressful and make white lies, (especially when they are advocated by the higher-ups,) seem more inconsequential.

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