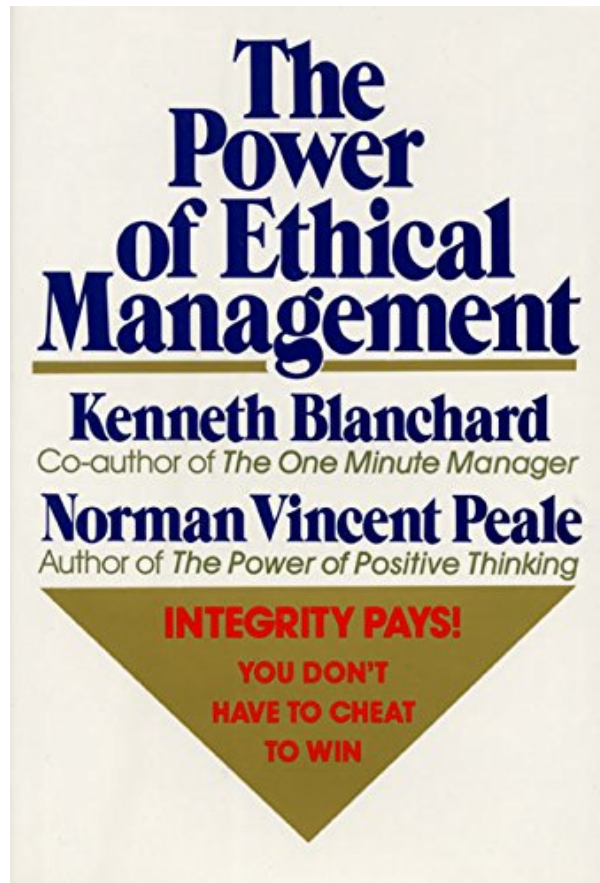


# THE POWER OF ETHICAL MANAGEMENT BY NORMAN V. PEALE, KEN BLANCHARD



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# The Power of Ethical Management

**Kenneth Blanchard**

Co-author of *The One Minute Manager*

**Norman Vincent Peale**

Author of *The Power of Positive Thinking*

**INTEGRITY PAYS!**

**YOU DON'T  
HAVE TO CHEAT  
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## **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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## **Review**

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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.

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- Great product!

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By Amazon Customer

I enjoyed reading this book.

15 of 15 people found the following review helpful.

You are not alone

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For those who feel alone in a sea of ethical dilemmas, this book will make you feel like you are in good company and not alone. I have worked hard to earn my way up the ladder, only to be struck down by those who made it by simply getting into the good 'ol boy club.

Ken Blanchard's book is the lighthouse in the fog of unethical practice and behavior. This book sheds light on the real value of ethics and that getting ahead at any cost is not the norm.

Ethics in the workplace is a practical and valiant 'goal', excuse me, 'road' to travel. I was amazed at how this book described my own workplace to a "T". This book inspired me to continue to travel the ethical road I held (and still hold) in high regard.

I have read many of Ken Blanchard's books and he uses the method to teach by using real world scenarios. This particular book reads fast, but the concepts stay with you.

8 of 8 people found the following review helpful.

Ken Blanchard has done it again!

By Matthew Dodd

Simply one of the best (if not THE best), most enjoyable, and most entertaining books on ethics, morality, character, and leadership.

This short and easy to read masterpiece by two of the most influential business and spiritual thinkers of our time should be required reading for all managers and leaders in any organization - business, family,

government, military, etc. The stories and situations used to teach the many commonsense (but unfortunately not common practice) lessons are real and recognizable to everyone. The power and wisdom behind the three "Ethics Check" questions and the "Five P's of Ethical Power" for individuals and organizations are priceless.

If you ever wondered why some people and organizations make such a big deal about ethics, read this book and you will wonder why more people and organizations do not make ethics their top priority.

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