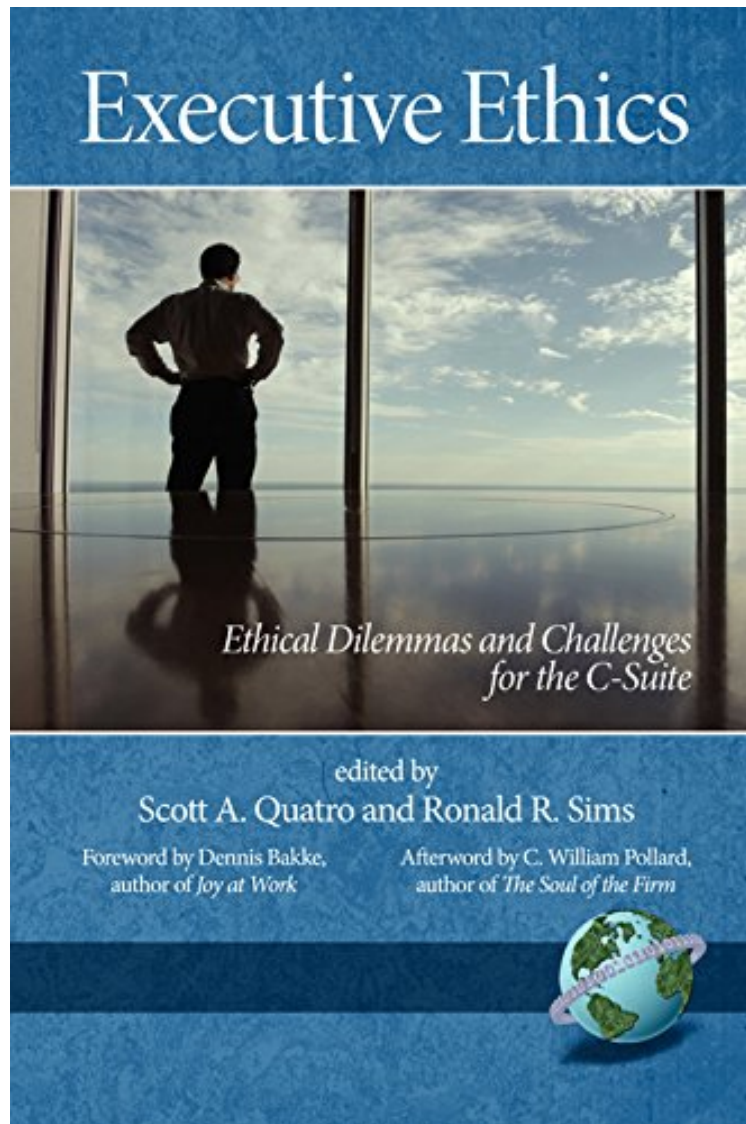


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Information Age Publishing : Executive Ethics before purchasing it in order to gauge whether or not it would be worth my time, and all praised Executive Ethics:

Foreword by Dennis W. Bakke, best selling author of "Joy at Work". Afterword by C. William Pollard, best selling author of "The Soul of the Firm." Scott Quatro and Ronald Sims have put together an impressive group of experts that delve into the essential elements of C-suite leadership; especially, ethics-driven leadership. The book reminds us that

the "bottom line" is more complicated now. Profits are only part of the equation. The post Sarbanes-Oxley era requires more than ethics-related compliance. It calls for the creation of an ethics-driven ethos as well. This book begins the dialogue toward such an ethos. This timely volume is unified in its collective voice, but uniquely diverse in its independent voices, as it draws on the wisdom and experiences of twenty-nine different contributors from both industry and the academy. This book will also help you understand how organizations can maximize the fun, effectiveness, and experienced meaningfulness of the people who work there. The fundamentals are simple and easy to understand. Unfortunately, few C-suite leaders can bring themselves to lead consistently following these fundamentals. An ethical organizational leader must continuously remind the organization why the organization exists, and why what it does is important. People will not work with energy, engagement, and consistency without a purpose they intensely believe is worthwhile. Leaders must continually find ways to articulate the importance of individual peoples' efforts toward that end.

About the Author SCOTT A. QUATRO is Associate Professor of Management in the Department of Business Administration at Covenant College. A seasoned strategic human resources expert with seventeen years of combined practitioner and academic experience, he has authored or co-authored many articles and books, including *Leadership: Succeeding in the Private, Public, and Not-for-Profit Sectors*. RONALD R. SIMS is the Floyd Dewey Gottwald Senior Professor in the Graduate School of Business at the College of William and Mary, where he teaches Organization Behavior, Leadership, Business Ethics, Change Management and Human Resources Management. He is the author or co-author of 20 books, among them *Teaching Business Ethics for Effective Learning* (Quorum Books, 2002).