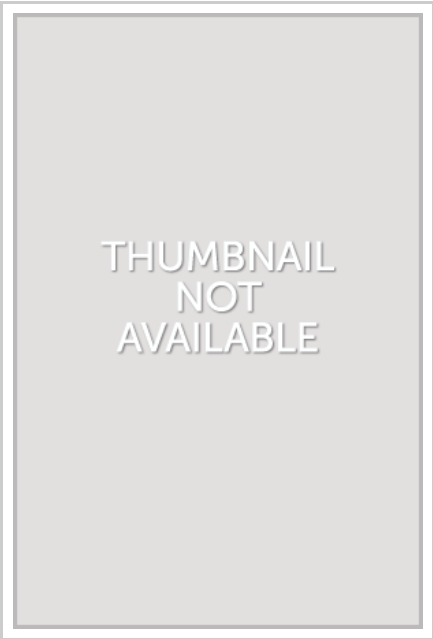


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Absolute Honesty: Building A Corporate Culture that Values Straight Talk and Rewards Integrity

By Bob Phillips,Larry Johnson

PHI Learning 0. Softcover. Book Condition: New. Ethics are all the more important for the corporate world today than ever before. Because it helps create a sustainable brand name. This text provides the blueprint for how to integrate them within the company?s culture. It gives a template for creating and sustaining a business environment of open communication and shows how to build a cultural infrastructure rooted in the following Six Laws of Absolute Honesty: Law #1: Tell the Truth?in the long run there is no other way to earn the trust of the employees, customers and shareholders. Law #2: Tackle the Problem?if not done so and a solution is not found the problems fester under the surface and in any case it will burst some day. Law #3: Disagree and Commit Law #4: Welcome the Truth? transform it into a potent tool for growth. Law #5: Reward the Messenger who speaks against the status quo Law #6: Build a Platform of Integrity for speaking up when wrong doing occurs and contributing ideas freely. The authors through anecdotal case studies from organizations such as Marriott Hotels, Costco and the US Army illustrate how Absolute Honesty can be practised which is useful whether...

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