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Integrity Works: Strategies for Becoming a Trusted, Respected and Admired Leader

Dana Telford, Adrian Gostick

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In the sequel to the best-selling business book The Integrity Advantage, authors Adrian Gostick and Dana Telford take the concept of integrity in business to the next level: how to put integrity into action with your employees, your company, and your own life. The Integrity Advantage explained why integrity was so important-in this new sequel, Integrity Works, the authors tell you how to put the principles into action with personal stories of people who met challenges with integrity, a step-by-step process showing how leaders make difficult decisions with integrity, ways for leaders to identify integrity in others, and ways for them to build organizations with integrity. It's a complete roadmap to really putting these principles into action as a leader.
This is a no-nonsense look at the real benefits of what real integrity can bring to the business world. Integrity Works examines stories of real-life employees who live and work with integrity, and companies with corporate goals centered around honesty. Packed with case studies that reflect years of solid research and statistical evidence, Integrity Works demonstrates how taking the high road actually ensures a company's profitability, success, and survival.
Dana Telford is a researcher and guest lecturer at Harvard University and a management consultant with clients in North and South America, the Middle East, and Europe. Dana has appeared on numerous television and radio programs. He earned an MBA from Harvard Business School. For more information on the authors, visit www.theintegrityadvantage.com.
Adrian Gostick is coauthor of the best-selling books The Integrity Advantage, The 24-Carrot Manager (called "a must read for modern-day managers" by Larry King), and Managing with Carrots. He has written for USA Today Magazine and Investor's Business Daily, among others, and has been featured on CNBC, MSNBC and NPR. Adrian is director of corporate communications at the O.C. Tanner Company, and has a master's degree in strategic communication and leadership from Seton Hall University, where he is also a guest lecturer.

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