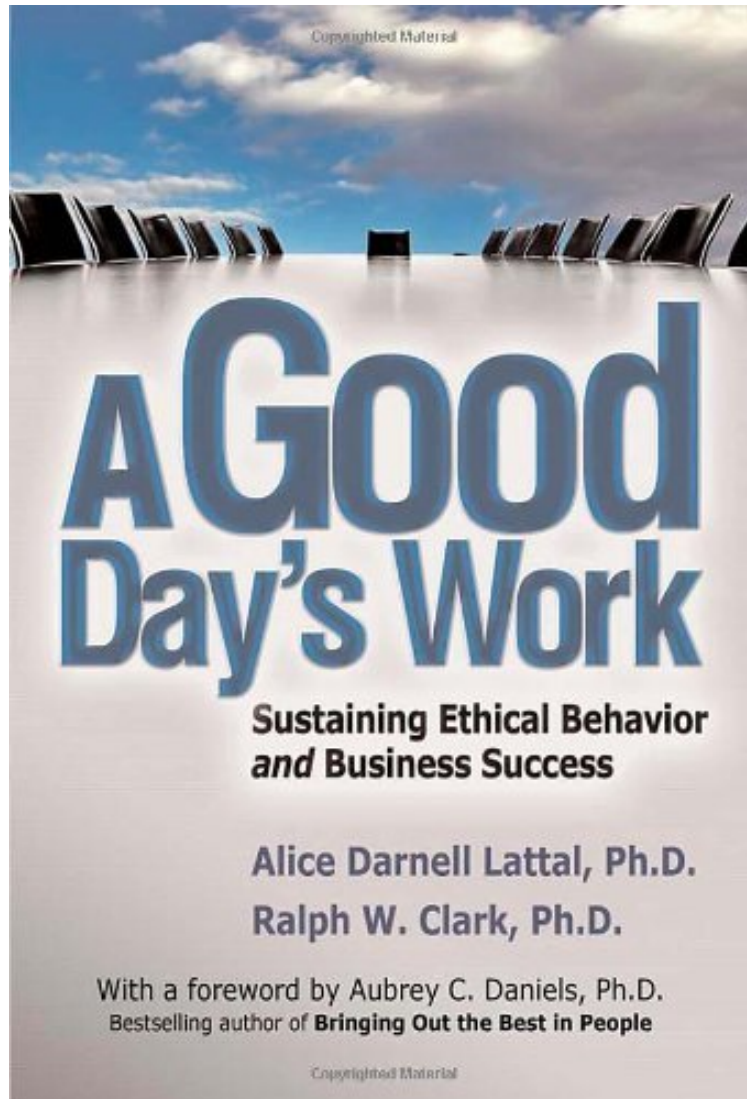


A Good Day's Work: Sustaining Ethical Behavior and Business Success

Alice Darnell Lattal, Ralph W. Clark
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Alice Darnell Lattal, Ralph W. Clark : A Good Day's Work: Sustaining Ethical Behavior and Business Success before purchasing it in order to gage whether or not it would be worth my time, and all praised A Good Day's Work: Sustaining Ethical Behavior and Business Success:

Actionable tools and processes to ensure the ethical behavior that feeds profitable business growth The path to

business success begins with behavior. This book provides tools from the study of ethics, scientific management practices, and behavioral psychology to ensure that ethical behavior is the foundation for workplace practices. A Good Day's Work delivers strategies to improve the ethical climate for its own sake and achieve business success that supports critically important values necessary for the survival of the broader culture. Everyone, from the mailroom to the boardroom, will benefit. Delivers a comprehensive blueprint for making ethical behavior integral to business processes and performance management Goes beyond posted codes of conduct to illustrate how daily business practice maintains or impedes doing the right thing in the right way Provides a decision-making tool to assess business activity against a pragmatic and sound ethical standard Illustrates how ethical breaches often stem from small missteps and offers techniques for preventing them

About the Author Alice Darnell Lattal, Ph.D., is President and CEO of Aubrey Daniels International, an international management consulting firm. She is an adjunct professor of psychology at West Virginia University and is on the Board of Directors of the Cambridge Center for Behavioral Studies. Dr. Lattal is the coauthor, along with Dr. Clark, of *Workplace Ethics: Winning the Integrity Revolution*. Ralph W. Clark, Ph.D., a philosophy professor at West Virginia University, teaches courses in business ethics, current moral problems, and ethical theory. He has published in such journals as *Philosophy* and *The Monist* and is the author of *Introduction to Moral Reasoning* and *Introduction to Philosophical Thinking*.