



## The Ethical Challenge: How to Lead with Unyielding Integrity

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Business leaders must win the renewed support of a skeptical public not through manipulation, like another new product or fad, but with foundations of ethical absolutes the world can trust. This book springs from presentations by a variety of business leaders at the University of Michigan Business School. The forum brought together combined practitioner-academic dialogue in response to the business revelations of 2002. Contributors include James A. Baker, III, Former Secretary of State, Jeffrey Immelt, CEO, General Electric, Myrtle Potter, COO, Genentech, Joe Liemandt, CEO Trilogy Software, and Eleanor Josaitis, Founder, Focus: HOPE.

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