

1. Record Nr.	UNINA9910792916103321
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Titolo	The sincerity edge : how ethical leaders build dynamic businesses // Timothy L. Fort and Alexandra Christina, Countess of Frederiksborg
Pubbl/distr/stampa	Stanford, California : , : Stanford Business Books, , 2017 ©2017
ISBN	1-5036-0335-0
Descrizione fisica	1 online resource (161 pages)
Disciplina	174/.4
Soggetti	Business ethics Sincerity Integrity Industrial management - Moral and ethical aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- Contents -- Acknowledgments -- 1. What's Going On? -- 2. Integrity and Trust -- 3. Corporate Dilemmas in the Absence of Integrity and Trust -- 4. Inspirational Stories of Integrity and Trust -- 5. Making Good Decisions about Strategy, Ethics, and Leadership -- 6. Building on Good Decisions with Authenticity and Sincerity -- 7. Twelve Ways to Lead with the Sincerity Edge -- Notes -- Index
Sommario/riassunto	Recognizing their role as "corporate citizens," companies are seeking guidance on how to be true to their missions, principled in practice, and well regarded for their contributions to society. As this book reveals, the key lies in sincerity—the sum of values like authenticity, integrity, and trust. Countess Alexandra Christina, a European corporate director, and Timothy L. Fort, a leading American scholar, delineate a clear and actionable model for bringing sincerity to the business context. Their vision for sincerity complies with law, aligns corporate social and financial performance, and values corporate ethics in its own right, rather than as a means to an end. Underpinning this model is a synthesis of the top research in the field and a suite of new interviews with current and former CEOs. Tracing inspirational tales and scandals alike, this book shows how leaders can head up companies

that more reliably make good decisions and conduct themselves in a trustworthy manner. It then concludes with twelve concrete actions that businesses can take to cultivate "the sincerity edge."
