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	Sommario/riassunto	Business has a values problem. It's not just spectacular public scandals like Enron (which, incidentally, had a great corporate values statement). Many companies fail to live up to the standards they set for themselves, alienating the public and leaving employees cynical and disengaged-resulting in lower productivity, less innovation, and sometimes outright corruption. The reason, argue top scholars and consultants Edward

Freeman and Ellen Auster, is that most companies' values are handed down from on high, with no employee input or discussion. This practically invites disconnects between inte