



# **There's No Such Thing as "Business" Ethics: There's Only One Rule for Making Decisions**

*John C. Maxwell*

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There's no such thing as business ethics. How can that be? Because a single standard applies to both your business and personal life-and it's one we all know and trust: the Golden Rule. Now bestselling author John C. Maxwell shows you how this revered ideal works everywhere, and how, especially in business, it brings amazing dividends. *There's No Such Thing As "Business" Ethics* offers:

- \* Stories from history, business, government, and sports that illustrate how talented leaders invoked this timeless principle
- \* Examples of difficult business decisions-layoffs, evaluations, billing clients, expansion-and how the Golden Rule applies to each
- \* The five most common reasons people compromise their ethics-and how you can prevail over such moral obstacles
- \* How applying the Golden Rule to business builds morale, increases productivity, encourages teamwork, lowers employee turnover, and keeps clients coming back.

John C. Maxwell not only reveals the many ways the Golden Rule creates the perfect environment for business success, but does it with great wisdom, warmth, and humor. Backed by flawless research and the ideas of history's best thinkers, this engaging book brilliantly demonstrates how doing the right thing fosters a winning situation for all, with positive results for employees, clients, investors, and even your own state of mind. Business runs much more smoothly, profits increase, and you know that you've set the groundwork for years of future prosperity...and it's all thanks to the tried-and-true Golden Rule.

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