



Giving Voice to Values: How to Speak Your Mind When You Know What's Right

Mary C. Gentile

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How can you effectively stand up for your values when pressured by your boss, customers, or shareholders to do the opposite? Drawing on actual business experiences as well as on social science research, Babson College business educator and consultant Mary Gentile challenges the assumptions about business ethics at companies and business schools. She gives business leaders, managers, and students the tools not just to recognize what is right, but also to ensure that the right things happen. The book is inspired by a program Gentile launched at the Aspen Institute with Yale School of Management, and now housed at Babson College, with pilot programs in over one hundred schools and organizations, including INSEAD and MIT Sloan School of Management.

She explains why past attempts at preparing business leaders to act ethically too often failed, arguing that the issue isn't distinguishing what is right or wrong, but knowing how to act on your values despite opposing pressure. Through research-based advice, practical exercises, and scripts for handling a wide range of ethical dilemmas, Gentile empowers business leaders with the skills to voice and act on their values, and align their professional path with their principles. *Giving Voice to Values* is an engaging, innovative, and useful guide that is essential reading for anyone in business.

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Kenneth Sisk:

Playing with family in a very park, coming to see the marine world or hanging out with close friends is thing that usually you have done when you have spare time, in that case why you don't try matter that really opposite from that. One particular activity that make you not feeling tired but still relaxing, trilling like on roller coaster you have been ride on and with addition details. Even you love Giving Voice to Values: How to Speak Your Mind When You Know What's Right, you could enjoy both. It is very good combination right, you still need to miss it? What kind of hang type is it? Oh can occur its mind hangout guys. What? Still don't understand it, oh come on its called reading friends.

Pamela Jernigan:

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