

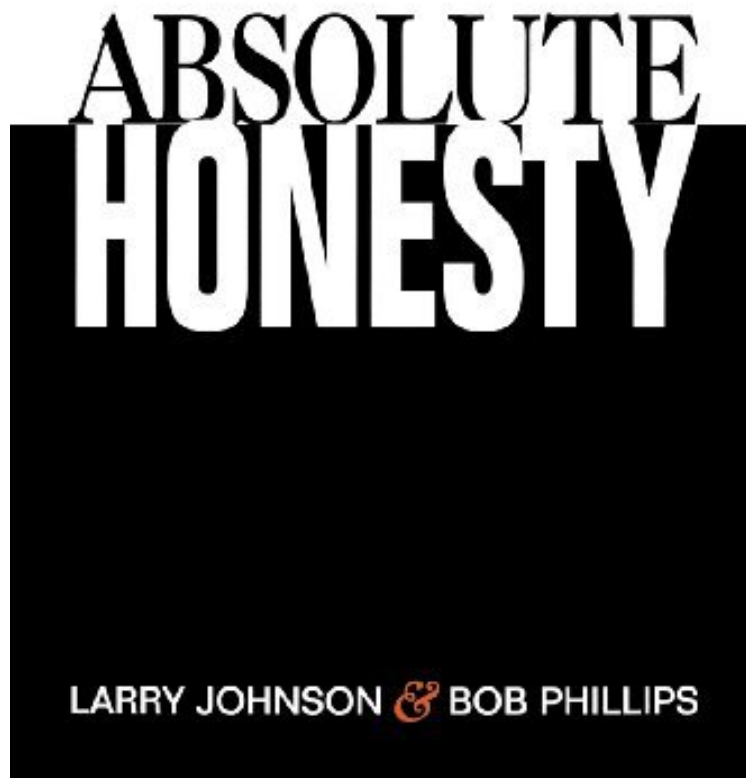
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Absolute Honesty: Building a Corporate Culture That Values Straight Talk and Rewards Integrity


Larry Johnson, Bob Phillips

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BUILDING A CORPORATE CULTURE
THAT VALUES STRAIGHT TALK
AND REWARDS INTEGRITY



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WorldCom. Enron. Tyco. Shocking accusations of dishonesty and silent complicity have dominated headlines recently, and cost the American economy trillions of dollars. Clearly, dishonesty doesn't pay. Drawing from these stories, as well as from more positive ones, *Absolute Honesty* shows how to establish and maintain a culture where honest communication is the norm, and employees can speak openly without fear of retribution. The book illustrates the impact that truthfulness and accountability can have on organizations, attacking the sort of passivity that allows little lies to grow into giant disasters. Structured around the Six Laws of Absolute Honesty, this insightful book goes beyond simply extolling the virtues of ethics to provide a template managers can use to maintain an environment of healthy debate. It also contains a toolbox of techniques anyone can apply to improve his or her ability to confront and resolve difficult issues. Companies can reap huge benefits from cultivating an atmosphere of trust. *Absolute Honesty* is an important, timely book that provides readers with the tools and strategies to establish a culture in which communication thrives and results speak for themselves.

"..this is the one you can't be without. This book can show you how to do it- and do it effectively." -- Pharmaceutical Representative
"Absolute Honesty provides the tools for organizations to support and encourage people of candor and courage." -- Michael Bigelow, CFO, Waggener Edstrom, Inc
"Rises above the other books proclaiming honesty as the best policy[...].flooded the market since the Enron and WorldCom scandals broke." -- Cecil Johnson, syndicated columnist
"This is a must read in the current environment of dishonesty in some high profile corporations" -- George J. Obst, Chairman/Chief Executive Officer Dental Service Group
Cecil Johnson, syndicated columnist: "Absolute Honesty rises above most of the other books proclaiming honesty as the best policy that have flooded the market since the Enron and WorldCom scandals broke."
"Cecil Johnson, syndicated columnist: ""Absolute Honesty rises above most of the other books proclaiming honesty as the best policy that have flooded the market since the Enron and WorldCom scandals broke.""
Pharmaceutical Representative: ""Give the current climate of our fiercely competitive industry, and the scrutiny from government agencies in the pharmaceutical and healthcare industries, this is one you can't be without. Use it as a template to create this kind of change in your company and any organization you belong to. Being honest and forthright with people while also being respectful is not always easy. It's tough to fight the feeling of defensiveness or the urge to take things personally, but it's worth it in the end. This book can show you how to do it -- and do it effectively.""
Jack Covert, president and founder of 800-CEO-READ and syndicated columnist: ""Absolute Honesty is the book we all need to read to create a culture that could and should help us avoid nightmares like Enron, WorldCom, Tyco, Martha Stewart, and Adelphia.""
About the Author
Larry Johnson (Scottsdale, AZ) is an internationally renowned speaker and consultant whose clients include Lloyd's of London, Harley-Davidson, and Nordstrom. Bob Phillips (Bend, OR) has more than 30 years' experience as a human resources professional, including vice president positions at Tektronix and Thomson Multimedia.