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Bonilla y Asociados
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Bestselling author and expert on leadership John C. Maxwell shares the only rule that matters-in business and in life. How does a person judge what is ethical? Sometimes it's clear. In the past year or two, ethical lapses in corporate America have been well documented. But is it always easy to see where the line is in life? What's the standard? And can it work in all situations? Maxwell thinks it can. In ETHICS 101, he shows how people can live with integrity by using the Golden Rule as their standard-regardless of religion, culture, or circumstances. Along the way, he delves into the desires of the human heart, reveals the five most common pitfalls that throw people off the ethical track, and teaches how to develop the Midas touch when it comes to personal integrity.