

There's no such thing as "BUSINESS" ETHICS

Chapter 4: Living a 24-Karat-Gold life

Amazonlink:

http://www.amazon.com/Theres-Such-Thing-Business-Ethics/dp/0446532290/ref=sr_1_1?ie=UTF8&s=books&qid=1267405164&sr=8-1

What I expect to learn:

- To learn how to live a 24-karat-gold life

Quote:

“There are really only three kinds of people. Those who don't succeed, those who achieve success temporarily, and those who become and remain successful. Character is the only way to sustain success.”

Book Review:

The author interviewed Coach Mark Richt of University of Georgia's football team, which uses a different kind of education to his players. “If you have good character, you're a diligent worker and you do what your coaches ask you to do,” says Richt. He introduced a fifteen minute class several times a week called “Men of character between the hedges” which is a course on character.

Character is the key to living a life of integrity and ethical excellence and supported this claim by these statements: 1) Character is more than talk, means that we should act what we say, when we say we are ethical, we should show this by doing things that are considered ethical; 2) Talent is a gift – Character is a choice, there are things that are already given to us, and there is nothing much that we could do to change this, but character is different, we are free to choose what character we should portray to others; 3) Character brings lasting success with people, trust is essential when working with other people; 4) People cannot rise above the limitations of their character, there are only three kinds of people, those who don't succeed, those who achieve success temporarily, and those who become and remain successful, character is the only way to achieve success, not talent, money, and appearance.

The author gave guidelines for people who desire to live a life of character and to live by the golden rule: 1) adopt the golden rule as the integrity guideline for your life, on every instance we should ask ourselves, “how would I like to be treated in this situation?”, and if you

believe with the golden rule then take the advice of nineteenth-century novelist George Eliot who said, “keep doing true, never be ashamed of doing right, decide on what you think is right and stick to it.” 2) Make your Decisions based on this integrity guideline, the author mentioned that we should live by this rule and think about all our decisions if it concur with the golden rule, according to Confucius, “To know what is right and not do it is the worst cowardice.” The bigger decision, the more courage is required. 3) Manage your decision based on this integrity guideline, when we manage our life and all the little decisions by one guideline – the golden rule – we create an ethical predictability in our life, which means that when we follow one rule, we become trustworthy and people will have confidence in us, knowing that we consistently do the right thing. 4) Ask others to hold you accountable for your actions, in order for one person to grow is to have someone to monitor their actions, that they should be living by high ethical standards.

What I have learned:

- I learned how to live a 24-karat-gold life
- I learned why character is important more than anything else

Integrative Question:

1. What is a 24-karat-gold-life?
2. What is the “men of character between the hedges”?
3. What is character?
4. What is the golden rule?
5. How do we make decisions based on the golden rule?