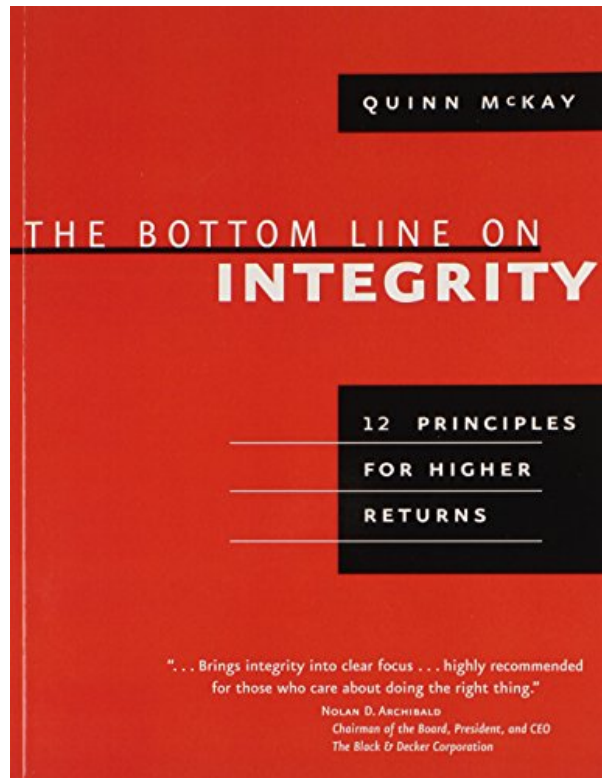
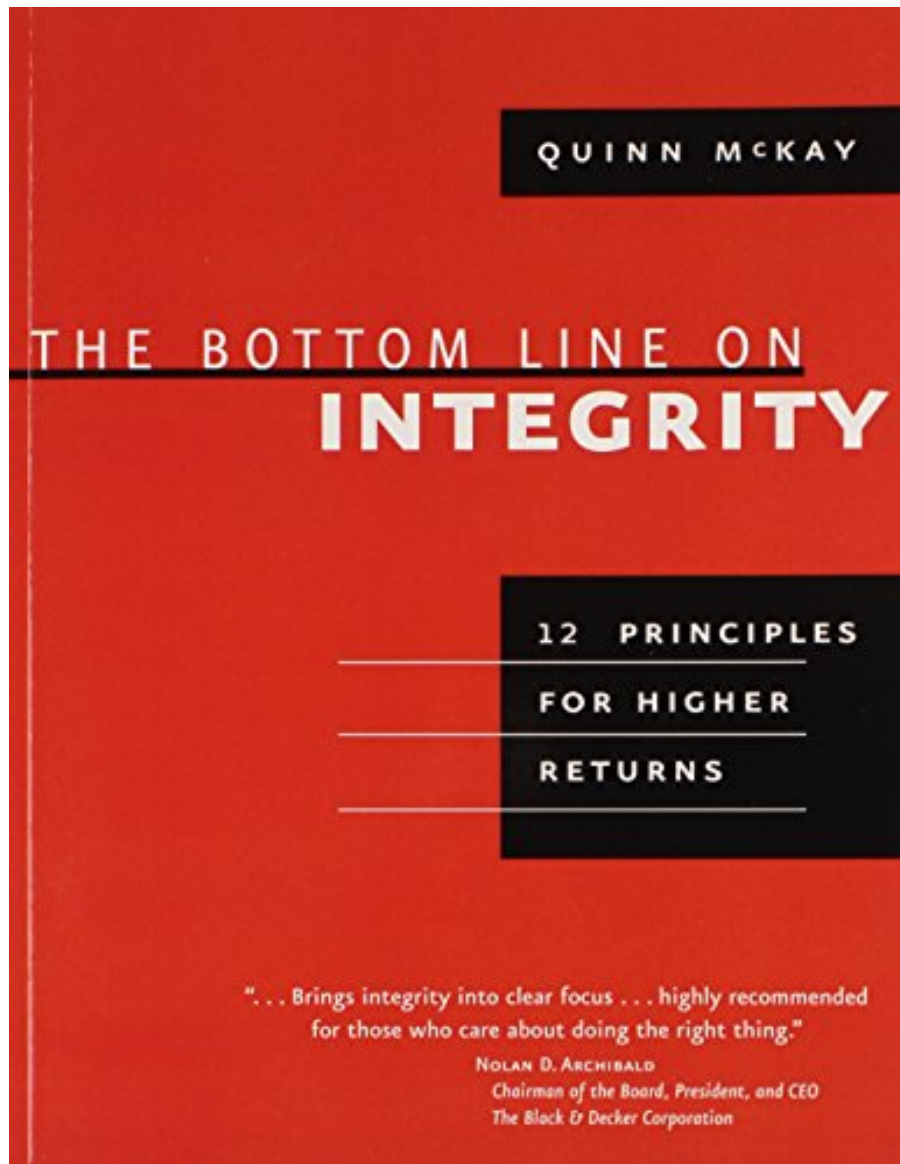


THE BOTTOM LINE ON INTEGRITY BY QUINN MCKAY



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From the Inside Flap

Integrity is the new old-fashioned buzzword; everyone knows their business has it and the competition doesn't. But what really makes the difference between your caliber of excellence and theirs? The Bottom Line on Integrity gives you 12 keys to show you the difference.

Serious businesspeople know that in the competitive world, its not only profitability that takes creativity and focus; serious businesspeople always have their eye on their company's reputation, too.

Through numerous case studies, current examples, and probing questions that examine common business practices, the author empowers you to provide strategies and solutions for generating discussion and defining the standard of integrity in your company, and start applying them today.

McKay's real-life stories throughout the book, earned through years of experience working with some of the world's largest corporations, illustrate some of the dilemmas-and solutions-companies of excellence and integrity have encountered. The conversational style of The Bottom Line on Integrity makes this thorough, thought-provoking book an on-target read for both the manager and MBA student.

Quinn McKay has a Masters and Doctorate of Business Administration from Harvard University. He has consulted and conducted leadership coaching with such companies as AT&T, KPMG International, General Electric, General Motors, Boeing, Campbell's Soup, Safeway Stores, U.S. Steel, State Farm Insurance, and several federal government agencies. He has also taught classes, chaired departments, or been dean at Texas Christian University; University of Utah; University of Lausanne, Switzerland; Ahmadu Bello University, Nigeria; Brigham Young University, Utah; University of Rangoon, Burma; and Weber State College, Utah. He currently teaches business at the University of Utah.

From the Back Cover

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- Is lying sometimes the right thing to do?

- How should my company resolve conflicts of principles?
- What are the essential skills for personal integrity?
- Is it possible to live by two ethical standards?
- Is it really possible to live the golden rule in a competitive world?

The Bottom Line on Integrity offers 12 keys to help you recognize situations where you must protect your company's integrity, and helps solve the dilemma many of us encounter when our personal and business ethics conflict.

About the Author

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THE BOTTOM LINE ON INTEGRITY BY QUINN MCKAY PDF

Long-time motivational speaker and corporate consultant Quinn McKay, has distilled his lifetime investigation of business integrity into a single volume. McKay offers business people twelve keys to both help them recognize situations where they must protect their integrity, and also solve the dilemma many of us encounter when our personal ethics and business ethics conflict. McKay's conversational style makes this a thorough, thought-provoking read.

With case studies, examples, and questions that examine common business practices, it's a perfect tool for generating discussion and is a must-read office manual.

Some of these keys include:

Rise above the prattle of preachy platitudes that feed self deception

Be alert to incremental morality

Recognize pressure is a major determinant of honesty

Realize everyone lives by 2 different ethical standards

Allow that lying is sometimes the right thing to do

Acknowledge the conflict of living the golden rule in a competitive world

Learn the law of obligation

Quinn McKay is a former professor at Brigham Young University and is a frequent motivational speaker. He lives in Utah with his family.

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0 of 0 people found the following review helpful.

Integrity is more than a simple phrase

By S. Marsh

I talked with McKay once, back in 1983 or so. I wish I'd known he was going to write this book, I'd have

paid more attention to him.

This is easy to read, easy to understand and very deep. McKay takes the reader into an exploration of what integrity and honesty really mean, why we vary from them and what it really takes for an organization to be honest. Reading the book has helped change the way I act and think.

If you really want more integrity in yourself and those about you, reading this book will give you the tools you need.

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Challenge the integrity of your organization and yourself!

By R. Beatty

In a simple style with easy to read lessons, Mr. McKay provides an excellent job challenging you to review the integrity for yourself, your department, and your organization. Each and every day we face business decisions that require ethical determination to motivate others to action. What methods do you use? And, more importantly, are they ones of Integrity, Ethics, Honesty, or Legality? You decide.

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Excellent exploration of honesty and integrity.

This updated version of "Is lying sometimes the right thing for an honest person to do" is more concise and more reader friendly. Either book is filled with much to ponder.

If an exploration of personal and business ethics interest you, you should find this a worthwhile read.

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