

If Aristotle Ran General Motors

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what does classical philosophy have to offer modern business nothing less than the secrets to building great morale and productivity in any size organization this is the message that tom morris will deliver this year to thousands of executives of leading companies such as merrill lynch coca cola bayer and northwestern mutual life in if aristotle ran general motors morris who taught philosophy at notre dame for fifteen years shares the knowledge that he garnered from a lifetime of studying the writings and teachings of history s wisest thinkers and shows how to apply their ideas in today s business environment although he frequently draws on the wisdom of aristotle morris also finds inspiration in the teachings of a wide array of thinkers from many different traditions and eras throughout these pages we re invited to pause and consider the words of confucius seneca saint augustine ralph waldo emerson abraham lincoln and many others by looking at the inside workings of various kinds of businesses from ge to tom s of maine morris shows why any company that is serious about attaining true excellence must adhere to four timeless virtues first identified by aristotle more than two thousand years ago truth beauty goodness and unity morris makes clear that the most successful companies encourage a corporate culture that ensures that all interactions among colleagues employees bosses clients customers and suppliers are infused with dignity and humanity moreover the book provides clearly stated strategies for how everyone who works can make these qualities the foundation for their everyday business and personal lives if aristotle ran general motors presents the most compelling case of any book yet written for a new ethics in business and for a workplace where openness and integrity are the rule rather than the exception it offers an optimistic vision for the future and a plan for reinvigorating the soul back into our professional lives

discover the secrets to building great morale and productivity in your organization drawing on the timeless wisdom of classical philosophy in if aristotle ran general motors tom morris who taught philosophy at notre dame for fifteen years shares the knowledge he garnered from a lifetime of studying history s wisest thinkers and shows how to apply their ideas in today s business environment morris finds inspiration in the teachings of a wide array of thinkers from many different traditions and eras including aristotle confucius seneca saint augustine ralph waldo emerson and abraham lincoln by looking at the inside workings of various businesses from ge to tom s of maine morris demonstrates

why any company that is serious about attaining true excellence must adhere to four timeless virtues first identified by aristotle truth beauty goodness and unity he argues that the most successful companies encourage a corporate culture that ensures all interactions are infused with dignity and humanity the book provides clearly stated strategies for how everyone can make these qualities the foundation for their everyday business and personal lives if aristotle ran general motors presents a compelling case for a new ethics in business and for a workplace where openness and integrity are the rule it offers an optimistic vision for the future of leadership and a plan for reinvigorating the soul back into our professional lives

cocoon demonstrates in easy to understand language that ethics is about trust and happiness trust is the essential ingredient to mutually supportive and durable relationships focused on reducing life's imperfections such relationships are the key to happiness but we cannot live deep inside protective cocoons and still build trust and relationships instead we must develop all the dimensions of what makes us human intellectual truth spiritual unity moral goodness and aesthetic beauty above all we have to know ourselves and be able to pass the mirror test every day our most important relationship after all being with ourselves and we don't discover our spiritual unity without a personal strategic plan nor can we become ethically fit without enthusiasm equanimity and a commitment to excellence traits not found in cocoons only ethical fitness can help us find the resolution to the fundamental ethical dilemmas we all face truth versus loyalty short term versus long term individual versus community and justice versus mercy this book suggests we use a variety of lenses to look at the world today power wealth prestige status we use the lenses of economics politics and technology we do not use nearly enough the lens of ethics relationships happiness decency and the golden mean once we're ethically fit the result of continuous practice we're able to recognize ethical dilemmas approach them skillfully and resolve them successfully this book shows the way to such fitness which is useful in any context or relationship personal local or global cocoon is a self improvement book of the first order with real life macro illustrations of the ethical dilemmas we face in a complex and crowded world in which too many of us pursue the dictates of false gods it includes over 500 practice questions and was developed as a textbook in the ethics courses the author taught to seniors at ramapo college from 2002 to

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the first two editions of the handbook of human performance technology helped define the rapidly growing and vibrant field of human performance technology a systematic approach to improving individual and organizational performance exhaustively researched this comprehensive sourcebook not only updates key foundational chapters on organizational change evaluation instructional design and motivation but it also features breakthrough chapters on performance technology in action and addresses many new topics in the field such as certification six sigma and communities of practice boasting fifty five new chapters contributors to this new edition comprise a veritable who's who in the field of performance improvement including geary rummler roger kaufman ruth clark allison rossett margo murray judith hale dana and james robinson and many others praise for the third edition of the handbook of human performance technology if you are in the business of trying to improve organizational performance this handbook should be the first place you look for answers to questions about human performance technology joseph j durzo cpt ph d senior vice president and chief learning officer archstone smith this newest edition of the handbook provides an unparalleled all encompassing survey of the latest theory and its practical application in this emergent field this book is a must have reference for any professional wishing to systematically improve performance within their organization weston mcmillan cpt manager training and development ebay inc an invaluable engaging resource for anyone charged with improving workplace performance it not only provides the background and foundations of our profession but more importantly it also provides the most up to date descriptions of how to apply hpt to drive results rodder stotz cpt vice president and managing consultant maritz inc this book is filled with insights both for those who are new to the field and also for those who are experienced it offers concrete advice and examples on how to use hpt to impact business results and how to work successfully within organizations anne marie lares cpt director learning services walgreen co the handbook contains many of the secrets for improving the performance of individuals groups and organizations robert f mager author analyzing performance problems and how to turn

learners on without turning them off

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the author offers observations on the absurdities of modern political culture discussing how liberals have lost perspective while criticizing conservatives for lacking the nerve to stick to their principles

moral leadership brings together in one comprehensive volume essays from leading scholars in law leadership psychology political science and ethics to provide practical theoretical policy guidance the authors explore key questions about moral leadership such as how do leaders form sustain and transmit moral commitments under what conditions are those processes most effective what is the impact of ethics officers codes training programs and similar initiatives how do standards and practices vary across context and culture what can we do at the individual organizational and societal level to foster moral leadership throughout the book the contributors identify what people know and only think they know about the role of ethics in key decision making positions the essays focus on issues such as the definition and importance of moral leadership and the factors that influence its exercise along with practical strategies for promoting ethical behavior moral leadership addresses the dynamics of moral leadership with particular emphasis on major obstacles that stand in its way impaired judgment self interest and power finally the book explores moral leadership in a variety of contexts business and the professions nonprofit organizations and the international arena

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