The Seven Signs of Ethical Collapse: How to Spot Moral Meltdowns in Companies... Before Its Too Late by Marianne M. Jennings

Do you want to make sure you

· Don’t invest your money in the next Enron?

· Don’t go to work for the next WorldCom right before the crash?

· Identify and solve problems in your organization before they send it crashing to the ground?

Marianne Jennings has spent a lifetime studying business ethics---and ethical failures. In demand nationwide as a speaker and analyst on business ethics, she takes her decades of findings and shows us in The Seven Signs of Ethical Collapse the reasons that companies and nonprofits undergo ethical collapse, including:

· Pressure to maintain numbers

· Fear and silence

· Young ’uns and a larger-than-life CEO

· A weak board

· Conflicts

· Innovation like no other
Belief that goodness in some areas atones for wrongdoing in others

Don’t watch the next accounting disaster take your hard-earned savings, or accept the perfect job only to find out your boss is cooking the books. If you’re just interested in understanding the (not-so) ethical underpinnings of business today, The Seven Signs of Ethical Collapse is both a must-have tool and a fascinating window into today’s business world.

My Personal Review:
At the end of her new book, Marianne Jennings marvels that people continue to be surprised by ethical collapses in corporations.

A professor of legal and ethical studies at the W. P. Carey School of Business, Jennings says that its possible to see these business train wrecks coming -- no one should be surprised at the crash. The behaviors that lead to ethical collapse in companies are known to result in damage and pain. Companies that engage in them will slip, employees and investors will be hurt .... but everyone will still be surprised.

That’s why Jennings new book, The Seven Signs of Ethical Collapse: How to Spot Moral Meltdowns in Companies...Before Its Too Late, is such an important read right now. In spite of the ruin to lives and livelihoods brought about by the collapse of Enron, WorldCom and Adelphia -- in spite of the regulatory reform that followed -- companies and employees will continue to find ways to flirt with the edge.

Jennings book mines the history of the past decade recounts the inside stories of the corporate shenanigans that kept headline writers happy and Eliot Spitzers staff busy. It is fascinating to read about the insider conflicts of the HealthSouth board, the do-anything pressure at WorldCom to make stratospheric numbers, the distorting influence of Svengali CEOs on young minions. Jennings reports include the details, the emails and the anecdotes that allow readers to understand what happened and who was involved.

But these are not simply war stories. Jennings analyzes the events, beginning with the first who-will-notice compromise right through to the full blown hubris that infected the giants at their fall. Along the way she highlights the warning signals that were ignored.

But as Jennings points out, the path to ethical collapse is a pattern of devolution. Leaders and workers can become inured to the habits and justifications that point a company in the wrong direction. Jennings book offers practical advice on how to identify the pattern, and supplies prevention tools to halt it. So put on your glasses and set aside some
weekend hours to hear what Jennings has to say about keeping your business on solid ground.

Jennings is well-qualified to advise on this topic. One of her long-term research projects yielded the 2000 book, Building a Business Through Good Times and Bad: Lessons from Fifteen Companies, Each With a Century of Dividends. She has conducted more than 300 workshops and seminars in the areas of business, personal, government, legal, academic and professional ethics. Her book, A Business Tale: A Story of Ethics, Choices, Success, and a Very Large Rabbit, a fable about business ethics, was chosen by Library Journal as its business book of the year and was a finalist for two other literary awards for 2004.

Jennings would have us look at corporate culture on a macro level to refocus on high standards and consequently restore trust. Everyone will sleep better. And, in the end, those numbers should climb, too, because when ethical miscreants engage in slippery behavior to conceal disappointing performance, companies do not take the tough corrective steps needed to really turn things around. Isn't that ironic?

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The Seven Signs of Ethical Collapse: How to Spot Moral Meltdowns in Companies... Before Its Too Late by Marianne M. Jennings - 5 Star Customer Reviews and Lowest Price!