



# **Managing with a Conscience: How to Improve Performance Through Integrity, Trust, and Commitment (2nd edition)**

*Frank K. Sonnenberg*

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In the turbulent, frenetic, dog-eat-dog times of the past few decades, many believed that the only way to achieve success was to be unscrupulous. Acting like slumlords, corporations let their assets deteriorate by exploiting customers, mistreating employees, and squeezing suppliers. What they overlooked, however, was that their obsession with short-term results significantly damaged their company's long-term performance as well as its competitiveness. Today, it is more critical than ever to put an end to these shortsighted tactics. Managing with a Conscience presents a better option for improving long-term success, restoring traditional values, and injecting trust and integrity into all business practices and relationships. This new edition of Managing with a Conscience clearly defines nine factors critical to success. They include building an organization with passion that focuses on major priorities, reinvents itself every day, devotes itself to service excellence, adapts well to change, responds with speed, maintains a flexible structure, taps unlimited resources through networking, and puts integrity back where it belongs, right beside the bottom line. Managing with a Conscience was written to help reanimate the values that count and to demonstrate how to improve performance through integrity, trust, and commitment. Lolly Daskal, named "One of the Most Inspiring Women in the World!" by the Huffington Post, says, "Managing with a Conscience offers the wisdom of one of the most respected thought leaders of our time. It's exactly what's needed for future generations of great leaders. This book is priceless!" According to Barbara Kimmel, Executive Director, Trust Across America, "It's time to stop talking about trust and start doing something about it. Read this book to learn how."

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