



The Moral Advantage: How to Succeed in Business by Doing the Right Thing

William Damon

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This timely book is the result of a Stanford University study of "good work" in business, under William Damon's direction. During the course of the study, researchers interviewed 48 men and women who have achieved success in business. The interviews revealed the surprisingly strong role that morality can play in successful business careers. Based on this information, Damon has developed a set of principles for using the Moral Advantage in business. These principles include "moral imagination" - creating a business concept that serves a larger purpose without losing profits; forthright communication that inspires trust; cooperative strategies that build teamwork and community; uses of the Golden Rule for managing complex relationships; philanthropic efforts that express compassion; and a public commitment to ethical standards. The book shows how and when business people can most effectively draw on these principles and explains how to develop the personal capacity to do so throughout a career.

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