



A Business Tale: A Story of Ethics, Choices, Success -- and a Very Large Rabbit

Marianne M. Jennings

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"Named one of the Best Business Books of 2003 by Library Journal! Wouldn't it be nice if all executives had a magical rabbit-like the one in the movie Harvey -- following them around reminding them to be ethical? In this charming fable, Aristotle (Ari, for short) is a pooka -- a mythical, invisible creature with a penchant for advising against dishonesty. Our hero, Edgar P. Benchley, has been able to see and hear Ari since childhood, and as he journeys through his professional life, constantly faced with challenging questions of good conduct, Ari helps remind him that nice guys can succeed . . . even in the world of business. Much needed in these times when confidence in corporations has eroded, "A Business Tale" offers readers the inspiration to make ethical choices even when it isn't easy or immediately rewarding. Following the story, the book also contains real-life examples and a 10-step action plan for ethical behavior in the workplace. "A Business Tale" is an easy-to-read, unforgettable "spoonful of sugar" to help companies and individuals digest the sometimes tart lessons of practical morality in the workplace."

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