You are invited to join us for the next

Quarterly Ethics Breakfast

on June 6, 2013

**Nice Companies Finish First:**
collaboration vs. cutthroat management

with featured guest speaker and author:

Peter Shankman

The era of authoritarian cowboy CEOs like Jack Welch and Lee Iacocca is over. In an age of increasing transparency and access, it just doesn't pay to be a jerk — to employees, customers, competitors, or anyone else. The author profiles the famously nice executives, entrepreneurs, and companies that are setting the new hallmarks of effective leadership, including loyalty, optimism, humility, and reverence for customer service.

“The book’s anti-Machiavellian approach is trendy and humanistic, and it bears repeating by thought leaders.”  
- Publishers Weekly

**New Schedule:**

7:30 a.m.  Breakfast available
8:00 a.m.  Program begins
8:30 a.m.  Table Talk
8:45 a.m.  Q&A session
9:00 a.m.  Closing

in the

Gerald White Pavilion
DeSales University
Center
(Center Valley, PA)

$25 per person  $175 per table (8)

Register Online at

[www.ethicsforum.org](http://www.ethicsforum.org)

For further information or to register off-line

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