



# Cowboy Ethics: What It Takes to Win at Life

*James P. Owen*

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A new approach to business ethics is quietly taking hold in executive suites and corporate boardrooms across America. Frustrated by an epidemic of misbehavior at all employee levels, management teams are getting back to basics—back to the idea that personal character and individual responsibility are the ultimate keys to integrity, just as they were back in the days of the Open Range.

A decade ago, the book *Cowboy Ethics* first inspired businesspeople to look to the Code of the West. Once they did, they discovered that its simple, common-sense principles can be more effective guides to business leadership than a truckload of corporate mission statements, rules, and ethics manuals. “Cowboys are role models because they live by a code,” says author James P. Owen. “They show us what it means to stand for something, and to strive every day to make your actions line up with your beliefs. And isn’t that as good a definition of integrity as you can find?”

In the years since, the book’s “Ten Principles to Live By” have been embraced by scores of companies, universities, and even a state government. This updated Tenth Anniversary hardcover edition traces the evolution of this grassroots business movement in brand-new chapters while preserving the inspirational lessons and stunning photography of the original. It’s ideal for corporate gifts, the new graduate, business students, or any career person who cares about doing the right thing.

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