

NEWS RELEASE

NEW BOOK – JUST RELEASED ON MARCH 6, 2008

Ethics & Governance: Developing & Maintaining an Ethical Corporate Culture, 3e

By Leonard J. Brooks and David Selley

Published by the Canadian Centre for Ethics & Corporate Policy, Toronto

Designed to provide *practical guidance* for directors, executives and managers about the core of governance reform – developing a culture of integrity – this book begins by developing the business case for integrating ethics into a corporation’s governance and operations. It follows with sections on developing and maintaining that culture; on topics of special interest followed by appendices on corporate social responsibility and sustainability, and on governance frameworks; and concludes with key helpful readings. *Checklists* are provided that will facilitate the diagnosis of flaws in a corporation’s current culture. A *companion website* is available to provide useful web links, current readings and commentary on developing problems.

The emphasis is on *why* certain trends, steps and frameworks are important, and *how* to make a significant improvement that will:

- Lead to the enthusiastic support of some employees, customers, and other stakeholders.
- Protect the company’s reputation and further its strategic objectives.
- Provide sound risk management.
- Meet new governance expectations and requirements.

Helpful *frameworks* are introduced throughout that will make it possible to understand complex aspects of the development and maintenance process, and provide answers to questions such as the following:

- Is your culture ethical enough? Where are the red flags and flaws?
- How can you improve, manage & maintain your culture?
- What is the role of leadership?
- What is required for a defensible ethical decision, and why?
- How does a culture of integrity protect reputation?
- Is a culture of integrity necessary for good governance?
- How can we best manage conflicts of interest, international operations, not-for-profit and small owner-managed organizations in an ethical sense?
- Where does CSR fit?
- How does a culture of integrity relate to reputation and success?
- What values should we build our culture upon?

Coverage is extensive, as is indicated by the Table of Contents below. A copy may be obtained from the:

Canadian Centre for Ethics & Corporate Policy

Toronto Canada

416-368-7525

www.ethicscentre.ca

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Understanding the Need for an Ethical Corporate Culture

- 1 Introduction – *Objectives, New Evidence, Overview*
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Developing an Ethical Corporate Culture

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- 4 Guidance Communications – Mission Statement, Code of Conduct, Decision Aids
- 5 Developing Commitment & Understanding - Launch

Maintaining an Ethical Corporate Culture

- 6 Reinforcement & Compliance
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Special Topics

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Concluding Comments

Appendices:

- A. CSR and Sustainability Reports, Indexes & Rankings**
- B. Governance Framework Requirements**

Readings *see list below*

Useful Website Resources at <http://www.ethicscentre.ca>