

# 《101个道德规范Ethics 101》

## 图书基本信息

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## 内容概要

Bestselling author John C. Maxwell shows you how the Golden Rule works everywhere, and how, especially in business, it brings amazing dividends.

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## 精彩短评

1、虽然像是名句整理，但Golden Rule概念很好。世人皆醉我独醒，举世皆浊我独清，也要做好自己，善待他人。

## 章节试读

### 1、《101个道德规范Ethics 101》的笔记-第4页

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People agree with Harvard history professor Henry Adams, who stated, "Morality is a private and costly luxury." Ironically, in today's culture of high debt and me-first living, ethics may be the only luxury some people are choosing to live without!

Everyone has his own standards, which change from situation to situation.

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Kevin Rollins, president of the Dell Computer Corporation, was asked about the role of ethics in business, he paraphrased Russian dissident Aleksandr Solzhenitsyn, who said, "I've lived my life in a society where there was no rule of law. And that's a terrible existence. But a society where the rule of law is the only standard of ethical behavior is equally bad." Rollins asserts, "Solzhenitsyn said that if the United States only aspires to a legal standard of moral excellence, we will have missed the point. Man can do better. I thought that was a nice comment on the ethics of companies that say, 'Well, legally, it was just fine.' We believe you have to aspire to something higher than what's legal. Is what you're doing right?"

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If you embrace ethical behavior, will it automatically make you rich and successful? Of course not. Can it pave the way for you to become successful? Absolutely! Ethics + Competence is a winning equation. In contrast, people who continually attempt to test the edge of ethics inevitably go over that edge. Shortcuts never pay off in the long run. It may be possible to fool people for a season, but in the long haul, their deeds will catch up with them because the truth does come out. In the short term, behaving ethically may look like a loss (just as one can temporarily appear to win by being unethical.) However, in the long term, people always lose when they live without ethics. Have you ever met anyone who lived a life of shortcuts, deception, and cheating who finished well?

King Solomon of ancient Israel, reputed to be the wisest man who ever lived, said it this way:

The ways of right-living people glow with light;  
the longer they live, the brighter they shine.

But the road of wrongdoing gets darker and darker-  
travelers can't see a thing; they fall flat on their faces.

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One of the first rules in human relations is to seek common ground with others. That's a good guideline whether you are exploring a new friendship, meeting with a client, teaching a student, connecting with children, or arguing with your spouse. Comparing similar experiences and discovering shared beliefs can pave the way for successful relationships. The Golden Rule can be used to create common ground with any reasonable person.

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Have you met people who believe that in order for them to be winners, other people must be made to lose? They see everyone as an enemy who must be crushed. Or they prey on the pain of others in order to win.

When you live by the golden Rule, everybody wins. If I treat you as well as I desire to be treated, you win. If you treat me likewise, I win. Where is the loser in that?

There's harmony and inner peace to be found in following a moral compass that points in the same direction regardless of fashion or trend. - Ted Koppel

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Short list of things that all human beings have in common when it comes to how they want to be treated:

1. I want to be valued

In the American marketplace today, 70 percent of the people who leave their jobs do so because they do not feel valued.

2. I want to be appreciated

Begin by letting people know that you appreciate their efforts. Thank them at every opportunity. Give credit to others every time you can. And make it a point to praise people in the presence of those closest to them, such as family members.

3. I want to be trusted

To be trusted is a greater compliment than to be loved.--George MacDonald

The man who trusts men will make fewer mistakes than he who distrusts them.-Camillo Benso di Cavour

Maintain integrity.

Openly communicate vision and values.

Show respect for employees as equal partners.

Focus on shared goals rather than personal agendas.

Do the right thing regardless of personal risk.

Listen with an open mind.

Demonstrate compassion.

Maintain confidences.

4. I want to be respected

5. I want to be understood

There is a great difference between knowing and understanding: You can know a lot about something and not really understand it.--Charles Kettering

6. I do not want others to take advantage of me

It doesn't matter whether you're talking about lying to your neighbor or defrauding a big corporation, and action ultimately impacts individual people--for better or worse.

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Confucius asserted, "To know what is right and not do it is the worst cowardice."

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If we do the right thing, we will be rewarded.--Carole Black, CEO of Lifetime entertainment services

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There's an old saying that when you get squeezed, whatever is in you will come out.

p62

Having power is like drinking salt water. The more you drink, the thirstier you get.

p72

People whose excuses fall into three categories:

The Hang-ups--who blame life's circumstances,

The Bang-ups--who blame past personal problems and hurts, and

The Gang-ups--who blame other people for hindering them.

What we do on some great occasion will probably depend on what we already are; and what we are will be the result of previous years of self-discipline.--H.P. Liddon

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Money doesn't change men, it merely unmask them. If a man is naturally selfish or arrogant or greedy, the money brings that out, that is all.--Henry Ford

Money is a terrible master but an excellent servant.--P.T.Barnum

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In this world it is not what we take up, but what we give up, that makes rich.--Henry Ward Beecher

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Forgiveness is not an occasional act; it is a permanent attitude.--Martin Luther King Jr.

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Doing my best at this present moment puts me in the best place for the next moment.--Oprah Winfrey

There's no traffic jam on the extra mile.--Zig Ziglar

If you always do more than is expected, not only will you rise up above the crowd, you will help others to rise up with you.

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I want to ask you two final questions. First, what do you want to achieve? In other words, what goals have you set for yourself? Where do you want your career to take you? What impact do you desire to make? It's good to think about such things because it helps to set the direction for your life. The second question is this: How do you plan to do it? That's important because it sets the tone for how you will live. And it also influences how you will end up. There are two basic paths to achievement a person can choose. You can go for the gold, or you can go for the Golden Rule.

If those who go for the gold are very lucky, they get some gold. But those who go for the Golden Rule not only have a chance to achieve monetary wealth, but also to receive other benefits that money can't provide. People who live by the Golden Rule give themselves a chance to have it all!

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