

Endorsements

“The one thing which stands out above all others during the couple decades I’ve known Jerry is the way he has inspired many of us to think deeply about ethics and values. And how we can use them to make a contribution in business and our daily lives. This manuscript will help his carefully considered ideas reach a wider audience. Jerry is usually ahead of the game. With this book, though, his timing is impeccable. Bravo!”

Alec Hogg – *Founder and Editor in Chief: Moneyweb Business News*

“It is a well written testament to Jerry’s humanity. I was moved beyond words by the introduction. People constitute society and interact with each other in many different ways. Some interactions are positive and add to the common good and some are negative and diminish society. But it is always within the gift of the individual as to how he will interact. So much of life is dominated by commercial interaction. The concepts of the smart deal, profit and value are absorbed at an early age and then acted upon for the rest of our lives especially in our dealings with others. Business is constituted by these very people – us – and it is we who choose its character and determine its predilection to add to the common good. It is this value in a business endeavour that will secure its legacy in society and contribute mightily to a sustainable and coherent proposition for value creation for shareholders, employees, communities – for society as a whole. This book makes the case for this in a simple but powerful way.”

Mick Davis – *CEO: Xtrata Mining and Resource Group*

“I have read this book with great interest, as it confirms what I believe good managers have always instinctively practiced. This is the insistence that moral values, such as honesty and integrity, rank equally with technical excellence in staff and client relationships to secure long-term sustainability. Jerry Schuitema gives us methods of evaluating these values. It should help senior executives to select potential leadership candidates on their ability to foster common purpose and common fate in their companies. It should be good reading for such candidates.”

Frank Aab – *Former Chairman: Concor Civil Engineering*

“I have always been impressed by Jerry Schuitema’s writings. He has exhibited a deep understanding of the need to strike a proper balance between man as homo economicus, and the person who draws his or her inspiration and motivation in social and economic dealings from appropriate ethical values.”

Ali Allawi – *Economist, Investment Banker, former Minister of Finance and Defence in the Iraqi Transitional Government, Author: ‘The Occupation of Iraq. Winning the War, losing the peace’*