

## About the Book (Long Version)

Rev. Dr. Sheldon E. Williams explores the only question that matters--in business and in life.

What is the Best Way to Live?

Do you ever make small ethical compromises for "good" reasons? Have you ever...

- \* Lied to a customer because your boss asked you to?
- \* Exaggerated your accomplishments on your résumé to get an interview?
- \* Been blinded by temptation?
- \* Illegally download copyrighted media files?
- \* Made a snap decision against your better judgment and regretted it?

Minor ethical lapses can seem harmless, but they instill in us a hard-to-break habit of distorted thinking. Rationalizations drown out our inner voice, and we make up the rules as we go. We lose control of our decisions, fall victim to the temptations and pressures of our situations, taint our characters, and sour business and personal relationships.

Principle Centered Living:

9 Reasons To Maintain Your Values In A Pressure-Filled World will:

- \* Identify potential compromises in your own life
- \* Apply distinctions to clarify your ethical thinking
- \* Commit in advance to ethical principles
- \* Generate creative alternatives to resolve dilemmas

In a modern society characterized by insensitivity to violence, ambivalence to the suffering of others, and a high-octane profit motive, is talk of Principle Centered Living anything more than a temporary salve for our collective conscience? In a world that stresses the material over the spiritual and appearance over substance, we all yearn for guidance. At a time when immorality, corruption, and greed seem to be not only condoned but encouraged, it's increasingly difficult to follow your own moral compass.

In the past year or two, ethical lapses in corporate America have been well documented. But is it always easy to see where the line is in life? What's the standard?

Can Principle Centered decisions work in all situations?

Rev. Dr. Williams thinks it can.

In Principle Centered Living, he shows how people can live with integrity by constantly considering his 9 reasons as their standard--regardless of religion, culture, or circumstances. Dr. Williams delves into the desires of the human heart, reveals common pitfalls that throw people off the ethical track, and teaches how to develop the Midas touch when it comes to personal integrity. Although Bible scriptures are referenced

throughout this book, "This is not a religious book," it explores 9 fundamental reasons, how Principle Centered Living affects the individual and the role of ethics in society.

Packed with real-life examples, this book gives you practical advice to respond skillfully to life's inevitable ethical challenges. Not only can you make right decisions, you can acquire new habits that will realize the best in yourself and transform your relationships. "We need to think, think, think ... like a scientist," reasoning out the best ways to act from a principle of universal responsibility. Happiness, which is pursued as the prime human goal, depends upon "positive ethical conduct."

This easy to read book will help you define, reinforce or develop your own philosophy and make sense of the dilemmas that confront you every day. In this complete compass, you get applications for Principle Centered behavior in the workplace, at home, business, faith, health, finances, time, friends and more. "If you desire a principle centered life, you will live by one standard across the board...Educators, philosophers, theologians, and lawyers have taken what is a simple matter and made it very confusing...This book's goal is to help you find the way to live and work ethically and also achieve greater success."

Every day, whenever the issue of Principle Centered Living confronts you, ask this question:  
How would I like to be treated in this situation?

Here is an example of a Principle Centered Living dilemma. You are asked in your high-paying job to do something you feel is not right or else be fired. (It took years of hard work to get the high pay you're now getting.) The RIGHT thing to do according to the 'golden rule' is to quit your job and get another lower paying one. However, there are ill members of your family who depend on your high income. So, the RIGHT thing to do is not to quit your job?

This is a useful book that takes the technical jargon out of understanding Principle Centered Living. Do you want to...builds morale? Increases productivity? Encourages teamwork? Lower employee turnover? Keep clients coming back?

In Principle Centered Living it demonstrates how doing the right thing is the best way to live and fosters a winning situation for all!

Rev. Dr. Sheldon E. Williams is devoted to developing principle-centered leaders worldwide. An active pastor, he also teaches, consults, and speaks internationally, often sharing the platform with political leaders, including former President Bill Clinton. Dr. Williams has served on the NAACP Executive Board of Directors and has been elected to an Executive Board of the Coalition of African American Churches and Community Organizations.

Learn more at [www.PrincipleCenteredLiving.com](http://www.PrincipleCenteredLiving.com)

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