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MEDIA RELEASE: A little book to make ethics clearer

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Ethics in business is joked about in our cynical moments, but we know some organisations treat it as a mere public relations exercise while others take it seriously. Ethics is serious business for all of us, whether in our work roles or our personal lives.

Writer Glenn Martin offers a fresh perspective on ethics, in a new book called *The Little Book of Ethics*. The book is little in the sense that it packs its message into 100 pages, but it is not so small in its aim. It gives us a framework that explains the spectrum of stances towards ethics that we all encounter regularly, from the self-interested who treat laws and society's ethical norms with disdain, through to those who see ethics as a high commitment to the well-being of society. And the key to it is what values you stand up for.

The Little Book of Ethics complements this framework with the concept that there are five core human values needed to live a worthwhile life. Glenn describes the person as consisting of five dimensions – our cognition, emotions, moral valuing, energy (spirit) and deep identity (psyche). The five values each relate to one of these dimensions.

The book includes a section on Frequently Asked Questions, such as “How do I make decisions on ethical issues?” and “How do I do my job in an organisation that has a different understanding of ethics than I do?” The book also has a self-awareness questionnaire section, where you can map and explore your own personal values in the light of the framework.

This book follows Glenn's first ethics book, *Human Values and Ethics in the Workplace*, which was a comprehensive treatment of these ideas. Part I of the book presented a framework for ethics, and Part II looked at how this works out in practice in the workplace and in leadership.

Glenn Martin is well-known in professional publications for his articles and commentary on human resources, employment law, training and development, and ethics. He has also written two business novels, *The Ten Thousand Things* and *Sustenance*, which explore the experiences of leaders who seek to operate ethically.

Book details: *The Little Book of Ethics: A human values approach*, by Glenn Martin, published August 2011 by G.P. Martin Publishing. Paperback, 100 pages. ISBN 978 0 9804045 4 8

Human Values and Ethics in the Workplace, by Glenn Martin, published 2010 by G.P. Martin Publishing. Paperback, 325 pages. ISBN 978 0 9804045 0 0
