

New Book by Ed Mayo: “Values”

Please excuse the round robin, but this is just an update to let you know that I have launched a new short book, Values, this week to back values and ethics in business.

It will be available both as a paperback and as an e-book.

Drawing on a range of case studies, from what a scandal-hit bank did next to a fast-growing worker co-operative finding ways to live up to the values of equality, the book sets out practical tips and tools for bringing values to life, such as:

- How do you recruit for values?
- How do you bring values into your supply chain?
- How do you fit values into your governance?
- How do you test what the real values of your business are?

This book draws on working relationships and friendships I have had over many years and I'd love you to be part of that, by reading, sharing and contributing to this agenda.

PURCHASE: The book is available for purchase in stores, and easy to order direct from the publisher on <https://www.greenleaf-publishing.com/values>

There is a very positive review up today on Huffington Post, if you are interested to read this, by the way - http://www.huffingtonpost.co.uk/john-tizard/values-matter-but-to-be-r_b_12515214.html

And if you tweet, I have put some samples below, in case you are able to take to social media in support!

With best wishes,

Ed

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