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### How an ethical culture attracts and retains talent

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By Brian Lee and Dian Zhang

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In today's tight labor market, senior executives worry about the impact of employee turnover on their bottom line. Although most companies highlight their economic strength or growth potential to attract and retain talent, they underestimate the effect their ethical culture can have. Gartner's latest research shows that a strong culture of integrity can not only attract top performers, but also retain them.

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