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Navigate the Compliance Universe

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Does the truth matter?

By Steve Priest

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When I first started consulting in business ethics 30 years ago, I tried to persuade companies to invest a little in ethics and compliance based on their answers to these three questions:

1. What company do you want to work for?
2. What company do you want to buy from?
3. What company do you want to invest in: a company you trust or one you don't?

Turns out trust was pretty important in making these kinds of decisions. Earning trust depends on many behaviors, but one is essential: truth-telling.

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