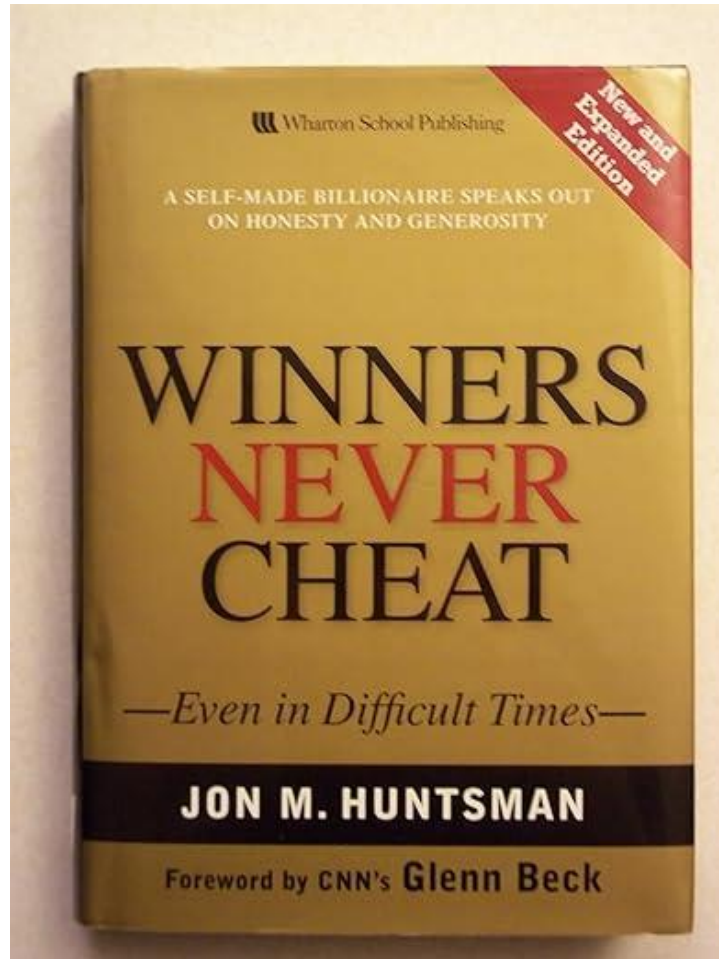


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"The way Jon conducts his business and lives his life will not only inspire you to be a better person, citizen, and entrepreneur, it also will give you hope that the good guys don't finish last."
Glenn Beck, CNN

“Jon经营企业和生活的方式不仅会激励你成为一个更好的人、公民和企业家，还会给你希望，好人不会最后一名。”

"Jon Huntsman is a different breed. He believes business is a creative endeavor, similar to a theater production, wherein **integrity** must be the central character." Larry King, CNN

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洪博培（Jon Huntsman）则不同。他认为商业是一种创造性的努力，类似于戏剧制作，其中诚信必须是核心。

"Jon Huntsman's own life and personal values lend credence to his words. He walks his ethical talk." Neil Cavuto, Fox News

洪博培自己的生活和个人价值观使他的话更加可信。他言行一致。

"This book could put me out of business. Nobody would be happier about it than me." Wayne Reaud, Trial Attorney.

这本书可能会使我破产。没有人会比我更高兴。

today's tough times and worldwide financial crises "Everyone does it." Everyone cheats. Cuts corners. Tell lies. Maybe it was different once. Not today. If you want to succeed in this economic climate, you simply have to make compromises. Right? Wrong. You can succeed at the highest levels, without sacrificing the principles that make life worth living. The proof? You're holding it. Jon M.Huntsman built a \$12 billion company from scratch, the old-fashioned way: with **integrity**. There were short-term costs and difficult decisions. There were tough times. Times just like today. But ultimately, leading with integrity wasn't just personally right for Huntsman, it also proved to be the best business strategy. In *Winners Never Cheat*, Huntsman tells you how he did it, and how you can, too. This book is about remembering why you work, and why you were chosen to lead. It's about finding the bravery to act on what you know is right, no matter what you're up against. It's about winning. The right way. Think about the kind of person you want to do business with. Then, be that person--and use this book to get you there.

当今的艰难时期和全球金融危机——“每个人都这么做。”每个人都作弊。偷工减料，说谎。也许有一次不同了。今天不行。如果你想在经济环境下取得成功，你只需要做出妥协。正确的错误的你可以在不牺牲让生活有价值的原则的情况下，在最高水平上取得成功。证据？洪博培（JonM.Huntsman）用一种老掉牙的方式，从零开始建立了一家价值120亿美元的公司：**诚信**。有短期成本和艰难的决

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定。有过艰难的时期。时代就像今天。但最终，诚信领导不仅对洪博培个人来说是正确的，而且被证明是最好的商业策略。在**Winners Never Cheat**中，Huntsman告诉你他是如何做到的，以及你如何做到的。这本书是关于记住你为什么工作，以及为什么你被选为领导者。这是关于找到勇气去做你知道正确的事情，无论你面对什么。这关乎胜利。正确的方式。想想你想和什么样的人做生意。然后，做那个人——用这本书把你带到那里。