

The Ethics of Excellence

You Weren't Born Ethical.	1
A Code For The Road.	3
Obey The Law...	
But Don't Hide Behind It.	5
Do The Right Thing	
When There Is Such A Thing.	7
Listen To Your Conscience,	
Although You Can't Always Trust It.	9
Talk It Out With Others...	
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Prepare To Be Punished For Honesty.	13
Stay Out Of Ethical Debt.	15
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React To Smells.	19
Be A Cheerleader For Ethical Champions.	21
Permit Mistakes	
So You Don't Promote Coverups.	23
Mind More Than Your Own Business.	25
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