Annotated Bibliography for Ethics and Character Formation

In Business

by

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Books

My approach was to find books that were founded on Christian or spiritual ethics and principles in business. In my search I found Laurie Beth Jones as a leading author in this arena, thus most of the books I found were from her. Most of the books seem to cover management, leadership, team or organizational issues and thus would probably be most beneficial in management, human capital, organization and/or leadership courses.

Jones, Laurie Beth. Jesus, Inc.: the Visionary Path. New York, NY: Crown Business, 2000. (This was subsequently published as a paperback under a new title and publisher):


Jones attempts to show people that there doesn’t have to be a contradiction between pursuit of a successful business career and pursuing a successful spiritual life. She coins the term “Spiritreneurism” to describe how an individual can succeed and do well in business and in spiritual aspects of life by doing right. Jones makes a compelling case for people to use Jesus as a role model to allow them to have an enjoyable and satisfying business experience.


Jesus is used as a role model in how he managed and led his team of disciples and followers to accomplish great things. Jones shows how to apply these lessons from Jesus to real-life management challenges by offering guidance on four key teambuilding principles. 1) How to excite team members and motivate them; 2) how to ground team members in realistic expectations; 3) how to transform them into a well-functioning team; and 4) how to inspire them to help teams elsewhere. This book would be beneficial in a management and/or leadership classes.

This book purports to show that leading by spiritual principles is an effective approach to leading in the business world which will ultimately benefit the bottom-line. The author, Larry Julian, is a consultant and speaker specializing in leadership development. His client list includes many Fortune 100 companies and other successful organizations. Julian uses real-life examples from actual leaders of successful organizations to evidence the effectiveness in following God’s principle in building morale, fostering loyalty, improving employee retention and increasing productivity. This book would be beneficial in a management, human capital or leadership class.


The authors attempt to extract and adapt the leadership techniques of Jesus as identified in the gospel of Mark to toady’s business world. Some of the key lessons explored are: 1) define your mission statement and stick to it; 2) choose your representatives wisely; 3) gather followers who believe in and will spread your message; 4) go global and reach out to all peoples; 5) set high standards; and 6) be a visible leader. This book would be beneficial in a management and/or leadership classes.


In this book, Jones attempts to help individuals to lay out a plan to live a successful, well-rounded life. She uses a faith-based program to help individuals gain control over what she refers to as the four most important life factors; focus, balance, productivity and fulfillment. This book isn’t specifically targeting businesses or business leaders as it is any and all individuals who are part of a business. Beyond that, she is attempting to help people excel not only in their business life but in their personal life as well.

Jones proposes that there is a lot of untapped human energy in business leaders and managers. In this book, she encourages business leaders to challenge the notion that the successful leadership styles in business run counter to the leadership style exhibited by Jesus. She encourages business leaders to empower what she refers to as the divine excellence in themselves and in their employees. There are three primary categories of strength in Jesus leadership techniques that she punctuates; strength of self-mastery, strength of action and strength of relationships. This book would be beneficial in a management, human capital and/or leadership classes.


These notes are from the publisher: Laurie Beth Jones, management expert and business consultant extraordinaire, noticed that none of the personality/temperament profiles in the market today provided a tool that was simple, visual, intuitive, and powerful enough to create a shift in thinking as well as relating. So she developed The Path Elements Profile (PEP), which can be used in recruitment, placement, retention, team building, and customer relations as businesses transform many individuals into a harmonizing, humming force for good. Within the framework of the book will be scriptural examples as well as modern day business stories.

Based upon the elements of Earth, Water, Wind and Fire, the Path Elements Profile helps determine both individual and team behavioral tendencies that affect everything from career choice to daily "to do" lists. We choose to act on what we value, and each element type values very different things:

- **Fire** personality types love and thrive on challenge
- **Water** personality types thrive on harmony and calm
- **Wind** personality types love chaos and change
- **Earth** personality types love order and structure

PART I of this book provides an overview of the elements themselves as individual personality types. Jones will explain each element’s strengths and challenges and will have the readers identify their own as well as those of their team members.

Then in PART II, readers will assess their teams. There are 28 one-day principles, that, if followed will take readers on a simple yet radical journey to a transformed workplace.