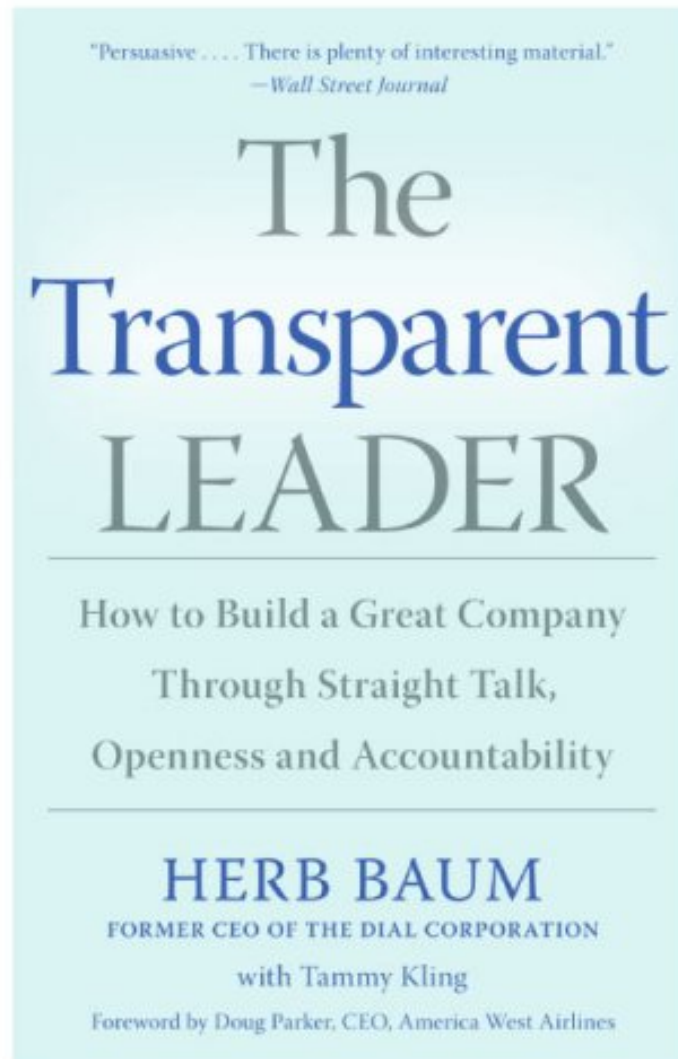


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The Transparent Leader: How to Build a Great Company Through Straight Talk, Openness and Accountability

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Drawing on his experience as a leader in some of the nation's largest corporations, Baum issues a convincing call for honest, ethical, "transparent" dealing throughout the business world. Baum outlines the management techniques he uses within and without the company to get outstanding results without skirting the rules or bending the truth. Baum maintains that by fostering trust, integrity and accountability at all levels within the corporation, managers can stop the erosion of employee loyalty, restore consumer trust in brands, products, and American business. Baum teaches executives fresh ways of managing Wall Street analysts, communicating with shareholders, and wading through the complex maze of social responsibility issues. As a member of six corporate boards, Baum offers unique insight into transparent leadership, including the advantages and pitfalls of corporate governance, and the pressures executives face in reporting earnings. He also discusses the importance of setting standards for ethical business practices, yet highlights the dangers of government regulations that may result in excessive compliance costs at the expense of shareholders, creative risk taking, and innovation.