

Expert Commentator: Fastow Sentencing/Ethics Issues

As sentencing (set for September 26) nears for Enron exec Andrew Fastow, award-winning business ethics author Shel Horowitz is available for comment on the Enron trials and other business ethics issues

September 21, 2006 (FPRC) -- Sentencing of Enron executive Andrew Fastow is set for September 26, Docket Number: CR-H-02-0665, before Judge Hoyt in Courtroom 11-A, United States Courthouse, 515 Rusk Avenue, Houston, TX. Award-winning business ethics author Shel Horowitz is available to comment before or after the sentencing.

Suggested Questions to Ask Shel (or choose your own):

∑ What do the guilty verdicts of Lay and Skilling, and the guilty plea of Fastow, mean for American business? For business worldwide?

∑ What's the business secret that Arthur Andersen, the company founder, understood--but that the Arthur Andersen accountants who conspired with Enron were clueless about?

∑ You say 'nice guys don't finish last!' How can a 'nice guy' attitude generate business success?

∑ How did the Tylenol poisoning scare actually help its manufacturer, Johnson & Johnson?

∑ Does an ethical attitude matter more in a big company or a small company?

Credentials:

∑ Award-winning author of Principled Profit: Marketing that Puts People First (and six other books)

∑ Founder of the Business Ethics Pledge <http://www.business-ethics-pledge.org>

∑ Regular columnist for Business Ethics Magazine (2005-06)

∑ Speaker on ethics to the Public Relations Society of America International Conference, Publishers Marketing Association University, Folio magazine industry conference, UMass Family Business Center, and many other organizations

∑ Blogger on ethics issues since 2004

∑ Host: Principled Profit: The Good Business Radio Show (WXOJ, Northampton MA)

∑ Frequent interviewee in major print and electronic media (see <http://www.principledprofit.com/press-room.html#media> for detailed list)

Perspective: In the long run, ethics is *good* for business. Ethical, cooperative businesses make more profit, create intense customer and employee loyalty, and have a much better chance of staying out of legal and regulatory trouble. Greed of Enron's senior officials blew apart two companies and had a definite human cost. Guilty verdicts and pleas give hope that the business system is redeemable, but it has a long way to go.

Commentator Personal Profile: Shel Horowitz, 49, copywriter and marketing consultant. Lives on a working dairy farm in Hadley, MA. Married to novelist D. Dina Friedman; two children.

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