

 Wharton School Publishing

DO THE RIGHT THING



HOW DEDICATED EMPLOYEES CREATE LOYAL CUSTOMERS AND LARGE PROFITS

JAMES F. PARKER

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Table of Contents

Contents

Acknowledgments

About the Author

Introduction

Chapter 1 Stumbling into the Business World

Chapter 2 9/11

Chapter 3 The Question Was Answered

Chapter 4 But I Dont Want to Be a
Corporate Bureaucrat

Chapter 5 Getting Off the Ground

Chapter 6 The Ten-Minute Turnaround

Chapter 7 The Great Texas Whiskey War

Chapter 8 I Just Couldnt Resist

Chapter 9 Some of the Obvious Things I
Learned

Chapter 10 Were in What Kind of

Table of Contents

Business?

Chapter 11 With a Little Help from Our
Competitors

Chapter 12 Leaders Are Everywhere

Chapter 13 Great Organizations Have Great
Leaders at Every Level

Chapter 14 In Case You Didn't Get It Great
Organizations Have Great Leaders at Every
Level

Chapter 15 Great Leaders Make the People
Around Them Better

Chapter 16 People Recognize a Phony

Chapter 17 People Follow a Leader They
Trust

Chapter 18 Who Wants the Best People?

Chapter 19 Looking for the Right People

Chapter 20 Interview for Attitude

Chapter 21 Attitudes Also Matter at 30,000
Feet

Chapter 22 Everybody Remembers Their

Table of Contents

Interview

Chapter 23 Every Job Affects Others

Chapter 24 People Need to Understand
Their Mission

Chapter 25 Shared Goals, Shared
Knowledge, and Mutual Respect = A Shared
Mission

Chapter 26 Do People Think Like Employees
or Owners?

Chapter 27 Making Employees Owners

Chapter 28 A Sense of Ownership

Chapter 29 Make Work Fun

Chapter 30 Build a Customer Service
Culture

Chapter 31 Everything He Did Was So I
Could Come to Work

Chapter 32 Fun Can Have a Purpose

Chapter 33 Celebrate Success and
Achievement

Chapter 34 Creating Entrepreneurs

Table of Contents

Chapter 35 Encourage Unconventional
Thinking

Chapter 36 Suggestion Boxes

Chapter 37 Many Roads Lead to the
Promised Land

Chapter 38 Define the Right Goals and
Give People Room to Succeed

Chapter 39 The Two-Minute Drill

Chapter 40 Give People Something to Believe
In Define a Grand Mission

Chapter 41 Create a Culture in Which People
Want to Do the Right Things

Chapter 42 Its a Family Affair

Chapter 43 The Tactics of Success May Vary,
but the Principles Are Constant

Chapter 44 Be Yourself and Have Some Fun

Chapter 45 Its a Round World

Index