

## Winners Never Cheat: Even in Difficult Times, New and Expanded Edition

By Jon M. Huntsman

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Author royalties from this book go to the Huntsman Cancer Foundation "The way Jon conducts his business and lives his life will not only inspire you to be a better person, citizen, and entrepreneur, it also will give you hope that the good guys don't finish last." Glenn Beck, CNN "Jon Huntsman is a different breed. He believes business is a creative endeavor, similar to a theater production, wherein integrity must be the central character." Larry King, CNN "Jon Huntsman's own life and personal values lend credence to his words. He walks his ethical talk." Neil Cavuto, Fox News "This book could put me out of business. Nobody would be happier about it than me." Wayne Reaud, Trial Attorney. The nationwide bestseller--fully updated for today's tough times and worldwide financial crises "Everyone does it." Everyone cheats. Cuts corners. Tells lies. Maybe it was different once. Not today. If you want to succeed in this economic climate, you simply have to make compromises. Right? Wrong. You can succeed at the highest levels, without sacrificing the principles that make life worth living. The proof? You're holding it. Jon M. Huntsman built a \$12 billion company from scratch, the old-fashioned way: with integrity. There were short-term costs and difficult decisions. There were tough times. Times just like today. But ultimately, leading with integrity wasn't just personally right for Huntsman, it also proved to be the best business strategy. In *Winners Never Cheat*, Huntsman tells you how he did it, and how you can, too. This book is about remembering why you work, and why you were chosen to lead. It's about finding the bravery to act on what you know is right, no matter what you're up against. It's about winning. The right way. Think about the kind of person you want to do business with. Then, be that person--and use this book to get you there.

### ***Glenn Beck on *Winners Never Cheat – Even in Difficult Times****



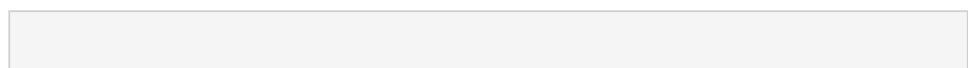
The man who revolutionized the world by giving it the plastic spoon, fork, knife and Styrofoam take-out food container will once again change how you live your life. I can say that because that's what happened to me after reading Jon Huntsman's *Winners Never Cheat*.

In today's world where it increasingly appears that we can't trust our political or business leaders, this book is an unwavering reminder that traditional values never go out of style and are as essential today as they were forty years ago when Jon Huntsman launched a small chemical business that he grew into the world's largest privately held chemical corporation. Jon Huntsman doesn't like to be called a billionaire. He's uncomfortable with that title. I'm convinced he also doesn't like being one either because he's committed to giving away his hard-earned fortune—not after he dies, but during his lifetime. I believe in this book's message and its messenger. I have never in my life purchased any book by the case, except for this one. I give a copy to my friends who mistakenly believe that business can no longer be done with a look in the eye and a handshake. Many of the problems and much of the pain we're currently experiencing on Wall Street and Washington could have been avoided if those we trusted with our money and our power lived what's taught in these pages.

If you're looking for success, read this book. If you're wondering if you can be successful while staying true to your core principles, read this book. If you're wondering, like so many are, if capitalism has a bright future, read this book. I have and it's changed my life.

--Glenn Beck

*Glenn Beck's newest book, **The Christmas Sweater**, follows the challenges and growth of a boy who struggles with the choices he has made and the decisions he yet must make. Beck is also the author of the #1 New York Times bestseller, **An Inconvenient Book**, and **The Real America**. He is the host of the nationally syndicated radio show *The Glenn Beck Program* and will also be hosting his own television show on Fox News beginning in 2009.*



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### **Winners Never Cheat: Even in Difficult Times, New and Expanded Edition By Jon M. Huntsman Bibliography**

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**Editorial Review**

Review

"How timely! How needed it is for one of the finest human beings, industrial leaders and philanthropists on the planet to compellingly drill down on 10 timeless, universal values for business and life. This book edifies, inspires and motivates all of us to model these commonsensical lessons for our organizations, all our relationships and especially our posterity--for what is common sense is obviously not common practice.

Primary greatness is character and contribution. Secondary greatness is how most people define success--wealth, fame, position, etc. Few have both. Jon's one of them. "

- Dr. Stephen R. Covey, author, " The 7 Habits of Highly Effective People "and" The 8th Habit: From Effectiveness to Greatness"

"This is easily the most courageous and personal business book since Bill George's "Authentic Leadership". If anyone has doubts about how one person can make a substantive difference in the world, this beautifully written book should dispell them immediately. I hope it's message is embraced worldwide."

-- Charles Decker, author, Lessons from the Hive: The Buzz for Surviving and Thriving in an Ever-Changing Workplace

"Jon Huntsman's new book ought to be mandatory reading for leaders--and those who aspire to be leaders--in every field. His secrets for success are no secrets at all, but invaluable lessons that he has reminded us, with his life and now with his words, are the pillars upon which we can build our lives, too."

--Senator Tom Daschle

"Jon Huntsman has taken us back to the basics--the basic values that transcend all professions and cultures. He has provided real life examples that are inspiring and show that 'good guys'; really can finish first. And he shows us how you can learn from mistakes. It is a "must read" for both young men and women just stepping onto the golden escalator to success and anyone seeking reassurance that how one lives every day really does matter." -- Marsha J. Evans, President and CEO American Red Cross "As I read Jon's book, I thought my father had returned to tell me that you are either honest or you are dishonest, that there is nothing in between.  $2 + 2 = 4$ , never 3.999 or 4.001. Also, if you always say what you believe, you don't need to have a good memory. If we could only live the principles Jon has followed, what a different world it would be--both in our business and personal relationships."

--Senator Jake Garn

"Jon's outlook on moral and ethical behavior in business should be inspirational to all who read this book. The lessons of fair play and holding true to personal moral values and ethics are time honored principals which are all too often overlooked in today's world. While thisbook is geared to those in business, I see it as worthwhile reading to anyone."

-- Rick Majerus, ESPN Basketball Analyst and legendary former basketball coach, The University of Utah

"A refreshing and candid discussion on basic values that can guide you from the sandbox to the board room -  
-- told by a straight shooter."

-- Charles Prince, CEO Citigroup

"I can't put down the book after reading the first page. These are values universally cherished, whether in the United States, in China or elsewhere. A great and loving man emerges from the pages so vivid that he seems to talk to you face to face, like a family member. My life is richer and mind is broader after reading the book. I am very proud of my friendship with Jon Huntsman." -- Yafei He, Director General Ministry of Foreign Affairs - China (Dept. of North American and Oceanic Affairs)

"Nothing could be more timely than this provocative book from one of America's foremost business and civic leaders about the urgent need for greater ethics in our public and private lives. With wit and clarity, Jon Huntsman shares his guidelines for living a life of integrity and courage. It is a wonderful tonic for much of what ails us today. *Winners Never Cheat* is a valuable handbook for anyone wanting to succeed in business, or life."

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From the Back Cover

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business with. Then, "be that person--"and use this book to get you there.

#### About the Author

**Jon M. Huntsman** is chairman and founder of Huntsman Corporation. He started the firm with his brother, Blaine, in 1970. By 2000, it had become the world's largest privately held chemical company and America's biggest family-owned and operated business, with more than \$12 billion in annual revenues. He took the business public in early 2005. He was a special assistant to the president in the Nixon White House, was the first American to own controlling interest of a business in the former Soviet Union, and is the chairman of the Board of Overseers for Wharton School at the University of Pennsylvania, his alma mater. Mr. Huntsman also has served on the boards of numerous major public corporations and philanthropic organizations, including the U.S. Chamber of Commerce and the American Red Cross. The Business School at Utah State University is named after him, as is the basketball arena at the University of Utah. The Huntsman businesses fund the foundation that is the primary underwriter for the prestigious Huntsman Cancer Institute in Salt Lake City, which he founded. The hospital/research facility has become a leader in the prevention, early diagnosis, genetic legacies, and humane treatment of cancer. He resides with his wife, Karen, in Salt Lake City.

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