

## ethikos Volume 32, Number 2. February 01, 2018 The Paradox of Ethics: Why sincerity pays off

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Philosophically speaking, sincerity isn't as popular a virtue as it once was. Cynically speaking, a sincere person may be someone who is hiding something or is gullible. The former gives reason not to trust someone; the latter isn't likely to be successful in a competitive business environment. In our 2017 Stanford University Press book, *The Sincerity Edge: How Ethical Leaders Create Dynamic Businesses*, we challenge these views.

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