



The Golden Rule: For Empowering Professional Relationships

Ignatius Fernandez

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THE GOLDEN RULE has JESUS CHRIST pointing the way to heightened professional relationships. JESUS is portrayed, not as the spiritual or religious leader the world has known, but as an unmatched professional the world has yet to know. He is an outstanding leader who walks tall, a powerful communicator who touches minds and hearts, and a peerless teacher who influences by example. The Golden Rule is the engaging story - nonfiction that reads like fiction - of a group of earnest professionals who embark on a journey of discovery. Their mission is to find a role model who will inspire them to change the way they act, react and interact. Their search culminates in an encounter with a role model beyond compare - JESUS CHRIST. The life and times of Jesus Christ have been analyzed from many perspectives, but never before from the corporate angle with focus on professional relationships, as in The Golden Rule for Empowering Professional Relationships. Jesus' example stands out not just for our personal lives, but also for our professional conduct. In short, Jesus emerges as the definitive leader in every respect. As we go on the monumental journey with the characters in the plot, we will find that the Golden Rule goes beyond being a maxim and becomes the very essence of evaluating our personal and professional lives. We uncover secrets, unlearn past programming and make a paradigm shift in the way we conduct ourselves. If we are looking for a book that has the power to transform us, here it is --- THE GOLDEN RULE. Praise for the book: "How can the ways of JESUS mesh successfully with corporate life? Why would we want it to? Ignatius Fernandez describes the ways of JESUS so well. He describes the humbleness, inclusiveness and forgiving nature of JESUS. He describes the how and why we could include it in business relationships. This book is for Christians of all experiences, all denominations. Also, it is for business leaders of all levels. It is well-written and relevant. It is simple, to the point and poignant." Stephanie Rollins. "Ignatius Fernandez has produced a scholarly and absorbing analysis of how Jesus Christ's behavior sets an example, not just for our personal lives, but also for our professional conduct, and gives a compelling and rigorous account of how Jesus was in fact the definitive leader in every aspect." Paul Sellers.



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