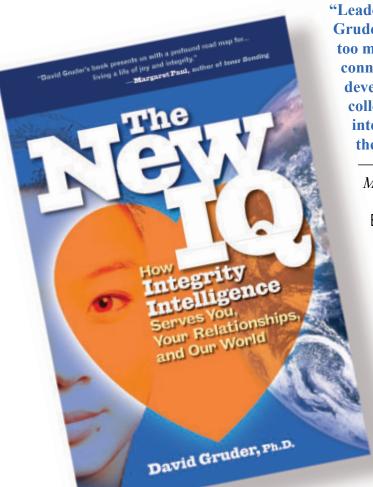
Isn't it (1) for an Integrity Check-Up?



"Leaders need an integrity check-up and Dr. David Gruder is just the man to do it. He points out that too many well-meaning leaders haven't made the connection between their personal and relationship development and their effectiveness in the collective arena. Dr. Gruder's simple yet powerful integrity model provides a much-needed shot in the arm."

— Ken Blanchard, co-author of *The One Minute Manager*® and *Leading at a Higher Level*

Business, politics, foreign policy, today's global marketplace, our professional and personal relationships...from the 'O8 Presidential race to the privacy of our bedrooms and everywhere in between, one thing our society is badly in need of is a restoration of integrity. For the Enronweary as well as those longing for a break from the latest fill-in-the-blank-gate political scandal, The New IQ provides a road tested primer for those desiring to embrace and once again embody the disappearing virtue of integrity. And just imagine how the world might change if this were to become a bonafide movement...

Author David Gruder, Ph.D., is Executive Director of Willingness Works® in Del Mar, California, though which he lectures, trains, and consults worldwide in his specialty of Integrity Development & Enhancement. For nearly three decades, Dr. Gruder has facilitated integrity enhancement for entities ranging from American Express, to the U.C. San Diego Medical School, to instructing ambassadors and other delegates of the World Trade Organization et al. while concurrently maintaining a waiting-list private psychotherapy practice from 1980 until 2000.

In addition to producing over a dozen training manuals and 70+ CDs, his first book, **Sensible Self-Help**, won two book awards, including **Colliers 1997 Mental Health Book of the Year**.

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The New IQ

How Integrity Intelligence Serves You, Your Relationships, and Our World by David Gruder. Ph.D.

Publisher: Energy Psychology Press (Elite Books)

Release Date: January 2008 ISBN: 978-1-60415-013-1

Trade paper . 308 pages . \$17.95

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