



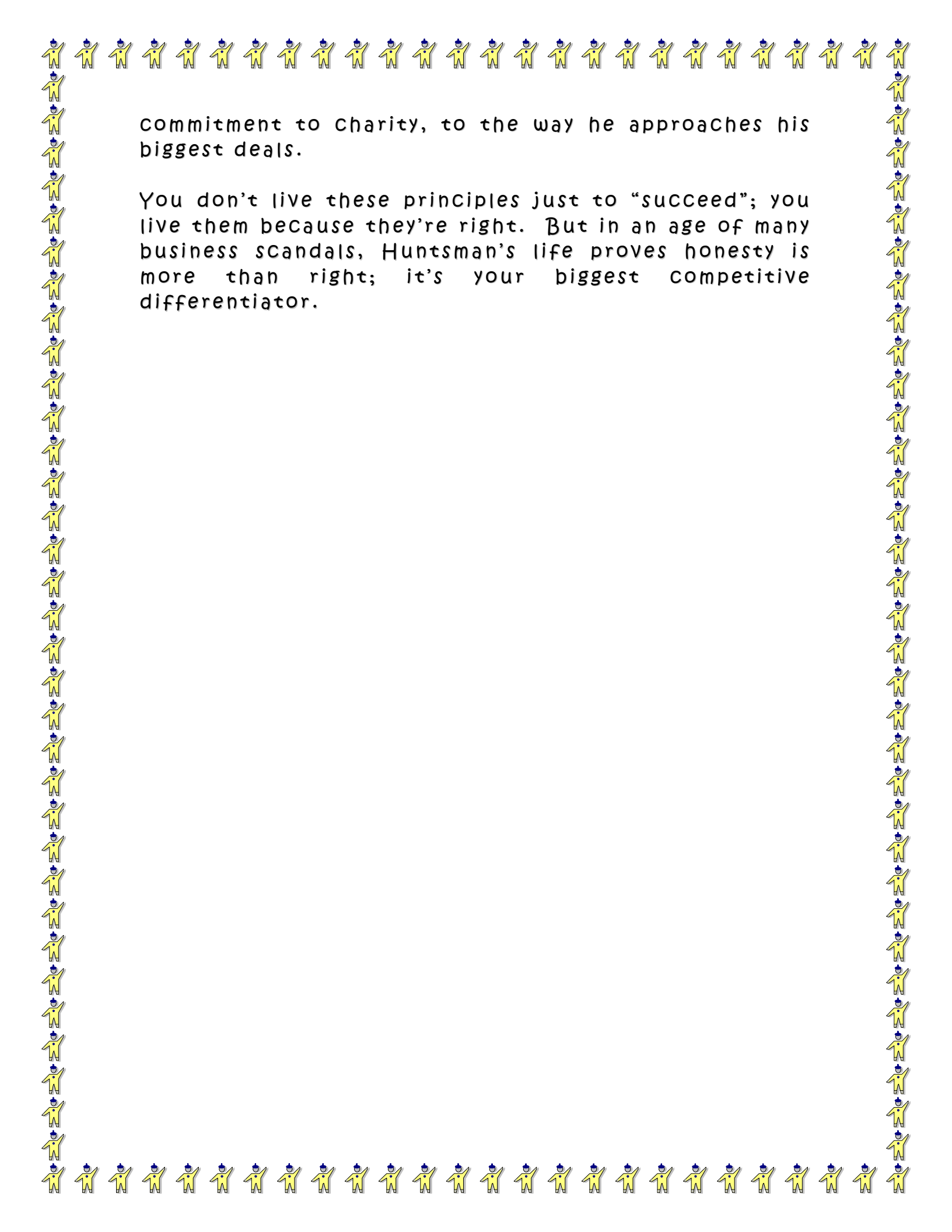
# WINNERS *never* Cheat

Everyday Values  
We Learned as Children  
(But May Have Forgotten)

By Jon M. Huntsman  
Foreword by CNN's Larry King  
Preface by Wayne Reaud  
Afterword by Fox TV's Neil Cavuto

A Self-made billionaire speaks out on honesty and generosity... Next time someone tells you business can't be done ethically - corners must be cut, negotiations can't be honest - hand them Jon Huntsman's new book. Who's Jon Huntsman? Just someone who started with practically nothing, and built a world-class business that carried him to Forbes' list of America's wealthiest people. Here, he presents the lessons of a lifetime: a passionate, inspirational manifesto for returning to the days when your word was your bond, a handshake was sacred, and swarms of lawyers weren't needed to back it up.

This is no mere exhortation. It's as practical as a book can get. It's about how you listen to your moral compass. It's about how you build teams with the highest values... share success... take responsibility... earn the rewards that only come with giving back. Huntsman built his career and fortune on these principles—from his refusal of the Nixon administration's corrupt demands, to his lifelong



commitment to charity, to the way he approaches his biggest deals.

You don't live these principles just to "succeed"; you live them because they're right. But in an age of many business scandals, Huntsman's life proves honesty is more than right; it's your biggest competitive differentiator.