The Economics of Integrity
A Brown Bag Leadership Seminar

presented by
The Arthur M. Spiro Institute for Entrepreneurial Leadership,
The Rutland Institute for Ethics and The Clemson MBA

Anna Bernasek
Financial Journalist; Columnist, New York Times; Author of The Economics of Integrity;
Co founder of The Integrity Partnership

An influential writer and journalist shedding new light on the most critical financial and economic issues of our times, Anna Bernasek writes about finance and the economy with insight that is rare in this era of instant journalism. Whether she is exploring the nuances of tax law, health care, economic stimulus packages, or Wall Street, she brings into play deep knowledge, uncommon sense, and a historical perspective that has delighted and educated readers throughout the world.

Bernasek is an expert on global financial markets, economics, economic policy, and she has pioneered a new understanding of the role integrity and trust play in all areas of business activity. Her work has appeared in The New York Times, The Washington Post, The International Herald Tribune, Fortune, TIME, The Huffington Post, Australia’s Sydney Morning Herald newspaper and the Australian Financial Review.

A frequent guest on radio and television, she has appeared on CNN, CNBC, public television, and National Public Radio. Anna is the author of a widely-acclaimed book on the role of trust in business, revealing how integrity forms the invisible bedrock of our economy: The Economics of Integrity.

Anna cofounded The Integrity Partnership, a consulting firm that helps companies take the ideas and concepts from that book and put them into action. The firm’s approach is based on a simple but powerful idea: More integrity=more transactions=more wealth

Banasek earned a B.A. in Economics at the University of Michigan

Wednesday, 12:00 - 1:30PM • February 23, 2011
Clemson at the Falls, Room 1A

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