

Bringing Your Business to Life

*The Four Virtues that Will Help You Build
a Better Business—and a Better Life*

by

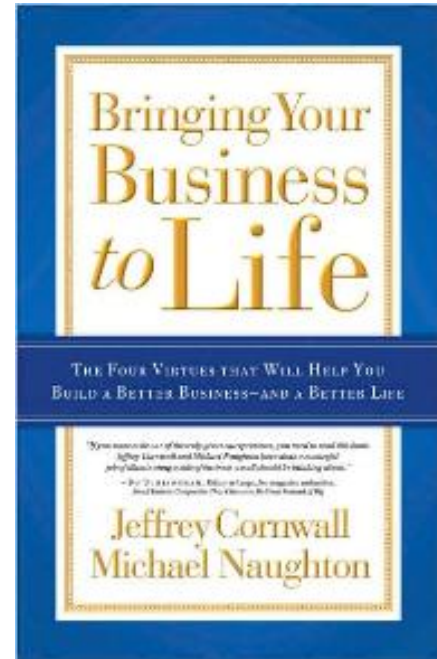
Jeffrey Cornwall and Michael Naughton

Summary: *Bringing Your Business to Life* examines the four cardinal virtues necessary for *doing* well and *being* good within the complexities of business. The authors draw from their vast combined experiences and from the rich and profound virtue tradition of prudence, justice, courage and temperance to engage today's entrepreneur in business. Practical and inspiring, this unique blend of real cases and practical insights provides a vision of business that is both faithful and doable.

About the Authors Jeffrey Cornwall and Michael Naughton are national award-winning teachers of a popular course on faith and entrepreneurship, authors of a number of books and articles and consultants to educators and businesses worldwide. Cornwall is the inaugural recipient of the Jack C. Massey Chair in Entrepreneurship at Belmont University in Nashville, Tennessee. He has held several faculty positions and was co-founder and President/CEO of a fast-growing corporation before returning to academics. Dr. Cornwall consults with a variety of businesses, is the author of four books and has a top-rated blog, *The Entrepreneurial Mind*. Naughton holds the Moss Endowed Chair in Catholic Social Thought at the University of St. Thomas, Minnesota. He is the director of the John A. Ryan Institute for Catholic Social Thought and he is the author and editor of several books and dozens of articles.

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Praise for *Bringing Your Business to Life*

“Tired of conventional commentary regarding entrepreneurship? Join a conversation with a wise theologian and a reflective business founder who share stories and perspectives from a seven year dialog. Together they examine the charism of the entrepreneur through the lens of Christian virtues suggesting a deep spirituality particular to the calling of those who drive our most dynamic business sector.”

-Andre Delbecq, Santa Clara University School of Business

“If you want to be one of the truly great entrepreneurs, you need to read this book. Jeffrey Cornwall and Michael Naughton have done a masterful job of illuminating a side of business we all should be thinking about.”

-Bo Burlingham, Editor-at-large of Inc. magazine and author of *Small Giants*