

Cowboy Ethics

A new approach to business ethics is quietly taking hold in executive suites and corporate boardrooms across America. Frustrated by an epidemic of misbehavior at all employee levels, management teams are getting back to basics—back to the idea that personal character and individual responsibility are the ultimate keys to integrity, just as they were back in the days of the Open Range. A decade ago, the book *Cowboy Ethics* first inspired businesspeople to look to the Code of the West. Once they did, they discovered that its simple, common-sense principles can be more effective guides to business leadership than a truckload of corporate mission statements, rules, and ethics manuals. “Cowboys are role models because they live by a code,” says author James P. Owen. “They show us what it means to stand for something, and to strive every day to make your actions line up with your beliefs. And isn’t that as good a definition of integrity as you can find?” In the years since, the book’s “Ten Principles to Live By” have been embraced by scores of companies, universities, and even a state government. This updated Tenth Anniversary hardcover edition traces the evolution of this grassroots business movement in brand-new chapters while preserving the inspirational lessons and stunning photography of the original. It’s ideal for corporate gifts, the new graduate, business students, or any career person who cares about doing the right thing.

Jim Owen leads a massively successful seminar that is in huge demand by financial groups, teachers' organizations, and professional associations. His first book, *Cowboy Ethics*, has sold more than 60,000 copies in two years. Now Owen continues his nonpartisan message, offering the legacy of the cowboy as a model of accessible, positive qualities that all can agree on, regardless of religion or political persuasion.

A cowboy takes on the forces of twentieth century tyranny in a tale by “the Thoreau of the American West” that became the classic film *Lonely Are the Brave* (Larry McMurtry, Pulitzer Prize-winning author of *Lonesome Dove*). A rugged individualist and sometime ranch hand, Jack Burns has no love for the modern world. He is a man out of time, riding his horse through a Southwestern landscape corrupted by concrete, shopping centers, and superhighways. A stubborn loner, he lives by a personal moral code that often sets him at odds with contemporary society. And he wouldn’t have it any other way. When Jack’s brazen attempt to free a jailed friend fails, the “anarchist cowboy” becomes an outlaw overnight. Suddenly he and his chestnut mare are racing toward the New Mexican high country with the state police, the military, and the FBI in hot pursuit. His private war against authority has reached a dangerous new level. But if the powerful forces aligning against him think that Jack is going to go quietly, they’ve got another think coming. The *Houston Chronicle* called Edward Abbey “a fresh breath from the farther reaches and canyons of the diminishing frontier.” The bestselling author of *The Monkey Wrench Gang* delivers a stirring tribute to individualism and the vanishing American hero. Brought to the big screen in 1962 as *Lonely Are the Brave*—a major motion picture starring Kirk Douglas and Walter Matthau—*The Brave Cowboy* is a moving and thought-provoking fable of the modern American West.

Told by the man who kicked off the infamous lawsuit between Oprah and the cattlemen, *Mad Cowboy* is an impassioned account of the highly dangerous practices of the cattle and dairy industries. Howard Lyman's testimony on *The Oprah Winfrey Show* revealed the deadly impact of the livestock industry on our well-being. It not only led to Oprah's declaration that she'd never eat a burger again, it sent shock waves through a concerned and vulnerable public. A fourth-generation Montana rancher, Lyman investigated the use of chemicals in agriculture after developing a spinal tumor that nearly paralyzed him. Now a vegetarian, he blasts through the propaganda of beef and dairy interests—and the government agencies that protect them—to expose an animal-based diet as the primary cause of cancer, heart disease, and obesity in this country. He warns that the livestock industry is repeating the mistakes that led to Mad Cow disease in England while simultaneously causing serious damage to the environment. Persuasive, straightforward, and full of the down-home good humor and optimism of a son of the soil, *Mad Cowboy* is both an inspirational story of personal transformation and a convincing call to action for a plant-based diet—for the good of the planet and the health of us all.

What is it that separates the doers, leaders, and success stories among us from the dreamers, also-rans, and wannabes? To bestselling author James P. Owen, it’s all about having *The Try*—the quality of giving 110 percent to the task or challenge at hand. In *The Try*—a dozen true stories of ordinary people who’ve done extraordinary things across varied fields of endeavor—Owen reveals *The Try* as a character trait that can be forged in several ways. Some of those profiled are driven by a childhood dream or longheld ambition. Others are fueled by someone else’s belief in them, an unwavering belief in themselves, or the urge to pit themselves against daunting odds. Still others find *The Try* in a life-changing moment when they hit rock bottom or come face-to-face with failure. What all high achievers have in common, Owen believes, is a blend of inner drive, focus, and determination that pushes them to pursue their goals relentlessly, confronting every obstacle, and never, ever giving up. His insightful profiles bring to life new scientific evidence that effort trumps ability. In other words, how much you can achieve depends not on how smart or talented you may be, but instead on the quality of your efforts and how much you try. Owen provides inspiration that will strike a chord with anyone who has a lofty goal, a deep personal ambition, or a major challenge to face. By connecting the dots in this collection of stories, he also delivers practical “how to” advice for those who want to cultivate *The Try* in themselves, or to encourage someone else on the road to realizing his or her full potential. Owen’s conclusion: “If you’ve got *The Try*, anything is possible. All it takes...is all you’ve got.”

An inspiring collection of over 200 favorite quotations about the Old West. From Roy Rogers to Will Rogers, Gene Autry to John Wayne, cowboys have always been a part of America. Now, *Cowboy Wisdom* collects over 200 essential quotes from history, myth and culture about the defining era of the Wild West, including humor, wise words, and

powerful quotations. Cowboy Wisdom is great for the lover of the cowboy days, western movies, and Americana. Cowboy Wisdom presents a carefully curated collection of fun, ribald, and classic quotes celebrating the spirit of the days gone by.

Cut off from the life of ranching he has come to love by his grandfather's death, John Grady Cole flees to Mexico, where he and his two companions embark on a rugged and cruelly idyllic adventure

Over the past several years a cascade of corporate scandals have erupted. Savings and provisions for retirement have shrunk drastically. Jobs have been lost. One of the world's largest and best-known accounting firms is gone. Ordinary people have been hurt and they have lost confidence in business leaders. The on-going public debate over business ethics and corporate reform points to one common conclusion: Things cannot be corrected by simply adding more laws and new rules. The solution will come from high moral leadership. The Heart of A Business Ethic is based on the Hansen-Wessner Lectureship Series established by the ServiceMaster Foundation to consider the source of moral authority and ethical behavior in business. The eight lectures in this series were presented at major universities in the U.S. and Britain, and brought together some of the most distinguished business experts of our time. What they have to say is important for business teachers and students, and business leaders at every level. The scandals at Enron, Tyco and others have generated many books on business ethics, but none offer the expertise or breadth of thinking that this volume does. The Heart of A Business Ethic is useful to professors, students, and practitioners who not only want to understand what has happened, but who also want to think through the basis for a new standard of morality in business.

Putting the Horse before Descartes showcases this passionate animal advocate at his best. In witty, often disarming detail, Rollin describes how he became an outspoken critic of how animals were treated in veterinary and medical schools and research laboratories. He recalls teaching veterinary students about ethical issues and engaging in face-offs with ranchers and cowboys about branding methods and rodeo roping competitions. Rollin also describes his efforts to legally mandate more humane conditions for agricultural and laboratory animals. As public concern about animal welfare and the safety of the food supply heighten, Rollin carries on his work on a global scale—in classrooms, in lecture halls, in legislatures, in meetings of agricultural associations, in industrial settings, and in print. --Book Jacket.

What is it that separates the doers, leaders, and success stories among us from the dreamers, also-rans, and wannabes? To bestselling author James P. Owen, it's all about having The Try—the quality of giving 110 percent to the task or challenge at hand. In The Try—a dozen true stories of ordinary people who've done extraordinary things across varied fields of endeavor—Owen reveals The Try as a character trait that can be forged in several ways. Some of those profiled are driven by a childhood dream or long held ambition. Others are fueled by someone else's belief in them, an unwavering belief in themselves, or the urge to pit themselves against daunting odds. Still others find The Try in a life-changing moment when they hit rock bottom or come face-to-face with failure. What all high achievers have in common, Owen believes, is a blend of inner drive, focus, and determination that pushes them to pursue their goals relentlessly, confronting every obstacle, and never, ever giving up. His insightful profiles bring to life new scientific evidence that effort trumps ability. Owen provides inspiration that will strike a chord with anyone who has a lofty goal, a deep personal ambition, or a major challenge to face. By connecting the dots in this collection of stories, he also delivers practical “how to” advice for those who want to cultivate The Try in themselves or those they love.

An "old buckaroo" tells how he became a cowboy, what the work was like in the past, and how this life has changed.

Management by Ethics (MBE) is a reformation study of the renowned paradigm, management by objectives (MBO), by Peter Drucker. This book re-focuses on how to manage companies by ethical principles with a morally developed workforce. The benefit of this ethically practical paradigm, MBE, is that all business operations function with the total moral performance of the whole workforce from board room deliberations to work-floor associations. Through the operational strategies of moral development learning offered in this book, the company becomes a team. The marketplace changes with the interpersonal caring of managers, workers, and customers enjoying the MBE spirit of a trusting caring global community.

George-Warren offers the first serious biography in which Gene Autry the legend becomes a flesh-and-blood man—with all the passions, triumphs, and tragedies of a flawed icon.

Alabama native Bubba Thompson lives by a code of honesty, respect, determination and faith with his family, his ranches and his animals. Now, this modern day cowboy brings his code of conduct to relationships. He shares tons of straightforward tips, personal anecdotes, easy to follow advice and even some revealing moments from past relationships

Why efforts to create a scientific basis of morality are neither scientific nor moral In this illuminating book, James Davison Hunter and Paul Nedelisky trace the origins and development of the centuries-long, passionate, but ultimately failed quest to discover a scientific foundation for morality. The "new moral science" led by such figures as E. O. Wilson, Patricia Churchland, Sam Harris, Jonathan Haidt, and Joshua Greene is only the newest manifestation of that quest. Though claims for its accomplishments are often wildly exaggerated, this new iteration has been no more successful than its predecessors. But rather than giving up in the face of this failure, the new moral science has taken a surprising turn. Whereas earlier efforts sought to demonstrate what is right and wrong, the new moral scientists have concluded, ironically, that right and wrong don't actually exist. Their (perhaps unwitting) moral nihilism turns the science of morality into a social engineering project. If there is nothing moral for science to discover, the science of morality becomes, at best, a feeble program to achieve arbitrary societal goals. Concise and rigorously argued, Science and the Good is a definitive critique of a would-be science that has gained extraordinary influence in public discourse today and an exposé of that project's darker turn.

"Much more than a page-turner. It's the first essential work of cultural history of the new decade." —Charles Kaiser, The Guardian One of Publishers Weekly's best books of 2021 The Pulitzer Prize-winning journalist and New York Times–bestselling author of the behind-the-scenes explorations of the classic American Westerns High Noon and The Searchers now reveals the history of the controversial 1969 Oscar-winning film that signaled a dramatic shift in American popular culture. Director John Schlesinger's Darling was nominated for five Academy Awards,

and introduced the world to the transcendently talented Julie Christie. Suddenly the toast of Hollywood, Schlesinger used his newfound clout to film an expensive, Panavision adaptation of Far from the Madding Crowd. Expectations were huge, making the movie's complete critical and commercial failure even more devastating, and Schlesinger suddenly found himself persona non grata in the Hollywood circles he had hoped to conquer. Given his recent travails, Schlesinger's next project seemed doubly daring, bordering on foolish. James Leo Herlihy's novel *Midnight Cowboy*, about a Texas hustler trying to survive on the mean streets of 1960's New York, was dark and transgressive. Perhaps something about the book's unsparing portrait of cultural alienation resonated with him. His decision to film it began one of the unlikelier convergences in cinematic history, centered around a city that seemed, at first glance, as unwelcoming as Herlihy's novel itself. Glenn Frankel's *Shooting Midnight Cowboy* tells the story of a modern classic that, by all accounts, should never have become one in the first place. The film's boundary-pushing subject matter—homosexuality, prostitution, sexual assault—earned it an X rating when it first appeared in cinemas in 1969. For *Midnight Cowboy*, Schlesinger—who had never made a film in the United States—enlisted Jerome Hellman, a producer coming off his own recent flop and smarting from a failed marriage, and Waldo Salt, a formerly blacklisted screenwriter with a tortured past. The decision to shoot on location in New York, at a time when the city was approaching its gritty nadir, backfired when a sanitation strike filled Manhattan with garbage fires and fears of dysentery. Much more than a history of Schlesinger's film, *Shooting Midnight Cowboy* is an arresting glimpse into the world from which it emerged: a troubled city that nurtured the talents and ambitions of the pioneering Polish cinematographer Adam Holender and legendary casting director Marion Dougherty, who discovered both Dustin Hoffman and Jon Voight and supported them for the roles of "Ratso" Rizzo and Joe Buck—leading to one of the most intensely moving joint performances ever to appear on screen. We follow Herlihy himself as he moves from the experimental confines of Black Mountain College to the theatres of Broadway, influenced by close relationships with Tennessee Williams and Anaïs Nin, and yet unable to find lasting literary success. By turns madcap and serious, and enriched by interviews with Hoffman, Voight, and others, *Shooting Midnight Cowboy: Art, Sex, Loneliness, Liberation, and the Making of a Dark Classic* is not only the definitive account of the film that unleashed a new wave of innovation in American cinema, but also the story of a country—and an industry—beginning to break free from decades of cultural and sexual repression.

The Virginian is the quiet, noble foreman of a Wyoming cattle ranch in the 1870s. More comfortable keeping company with his trusted horse than with other people, he nevertheless falls for pretty schoolteacher Molly Wood, who helps him develop an appreciation for Shakespeare, Keats, and the finer things. But when a rival suitor challenges his honor, the Virginian struggles to make his beloved Molly understand the harsh justice of the West.

A Practical Guide to Ethics in Public Relations is designed for courses in contemporary studies of public relations and communications. This text highlights the delicate balance required to navigate the values and demands implicit to the field of public relations and those that underlie society as a whole. Students are encouraged to examine their own values and compare them to those commonly encountered in a professional setting. A Practical Guide to Ethics in Public Relations is the ideal text for students grappling with the inevitable ethical dilemmas that arise in professional public relations.

The triumphant true story of the native Hawaiian cowboys who shocked America at the 1908 world rodeo championships "An inspiring and impeccably crafted story of against-all-odds triumph." —Simon Winchester "Groundbreaking. ... Not only a must-read, but an essential addition. ... One of the best single volumes on the rise and diversity of the North American cattle industry and the cowboy culture." —True West In August 1908, three unknown riders arrived in Cheyenne, Wyoming, their hats adorned with wildflowers, to compete in the world's greatest rodeo. Steer-roping virtuoso Ikuia Purdy and his cousins Jack Low and Archie Ka'au'a had travelled 4,200 miles from Hawaii, of all places, to test themselves against the toughest riders in the West. Dismissed by whites, who considered themselves the only true cowboys, the native Hawaiians would astonish the country, returning home champions—and American legends. An unforgettable human drama set against the rough-knuckled frontier, David Wolman and Julian Smith's *Aloha Rodeo* unspools the fascinating and little-known true story of the Hawaiian cowboys, or paniolo, whose 1908 adventure upended the conventional history of the American West. What few understood when the three paniolo rode into Cheyenne is that the Hawaiians were no underdogs. They were the product of a deeply engrained cattle culture that was twice as old as that of the Great Plains, for Hawaiians had been chasing cattle over the islands' rugged volcanic slopes and through thick tropical forests since the late 1700s. Tracing the life story of Purdy and his cousins, Wolman and Smith delve into the dual histories of ranching and cowboys in the islands, and the meteoric rise and sudden fall of Cheyenne, "Holy City of the Cow." At the turn of the twentieth century, larger-than-life personalities like "Buffalo Bill" Cody and Theodore Roosevelt capitalized on a national obsession with the Wild West and helped transform Cheyenne's annual Frontier Days celebration into an unparalleled rodeo spectacle, the "Daddy of 'em All." The hopes of all Hawaii rode on the three riders' shoulders during those dusty days in August 1908. The U.S. had forcibly annexed the islands just a decade earlier. The young Hawaiians brought the pride of a people struggling to preserve their cultural identity and anxious about their future under the rule of overlords an ocean away. In Cheyenne, they didn't just astound the locals; they also overturned simplistic thinking about cattle country, the binary narrative of "cowboys versus Indians," and the very concept of the Wild West. Blending sport and history, while exploring questions of identity, imperialism, and race, *Aloha Rodeo* spotlights an overlooked and riveting chapter in the saga of the American West.

"There is a place where a handshake seals a deal, your word is your bond and the unwritten rules of the cowboy live on"--Container.

Hot-blooded Georgiana Stockwell will break a man's heart while he's eating out of her hand. Moving from the East to join her schoolteacher sister in the rugged wilds of Tonto Basin, Arizona, Georgiana makes quite an impression. Despite her sister's best efforts, Georgiana creates a culture clash as her modern, free-spirited personality comes up against the code of the West, the unwritten law of the range that everyone is expected to follow. Georgiana's flirtations and coquetry provoke and outrage the proud Westerners of Tonto Basin. The young and steadfast Cal Thurman is especially taken with Georgiana. Cal is a man of the West through and through, courageous, loyal, sincere, quiet-spoken, and hardworking. Though she never expected to, Georgiana finds herself falling for this man from another world. But things are not as simple as either of them may want; Georgiana soon realizes that loving Cal means coming up against a heritage of honor and violence she couldn't have imagined. She's stirred things up too much, and the pride of the West must be satisfied before things can be settled. First published in 1934, *Code of the West* is another thrilling tale by the greatest novelist of the American West. Better than any other writer, Zane Grey vividly shows the West as it truly was, defining itself through an unwritten code of honor and values, and he details the consequences when an outsider refuses to live by it.

Skyhorse Publishing is proud to publish a broad range of books for readers interested in fiction that takes place in the old West. Westerns—books about outlaws, sheriffs, chiefs and warriors, cowboys and Indians—are a genre in which we publish regularly. Our list includes international bestselling authors like Zane Grey and Louis L'Amour, and many more. While not every title we publish becomes a New York Times bestseller or a national bestseller, we are committed to books on subjects that are sometimes overlooked and to authors whose work might not otherwise find a home.

Originally published in 1963, Monte Walsh continues to delight readers as a Western classic and popular favorite. The novel explores the cowboy lives of Monte Walsh and Chet Rollins as they carouse, ride, and work at the Slash Y with Cal Brennan. As the West changes and their cowboy antics are challenged, the two must part ways to pursue new ways of life. Chet marries and goes on to become a successful

merchant and then a politician, while Monte can only find solace in continuing the cowboy's way of life until the very end.

Cowboys and Indian: A Doctor's First Year in Texas is an exciting and entertaining account of a doctor's first year of practice in an underserved Texas hospital. Besides the challenges of being an immigrant and a husband and father, the doctor manages medical emergencies like cardiac arrests, collapsed lungs, industrial accidents, lacerations, and other traumas--all with minimal resources. In the course of that fateful first year, the heart-warming and often hilarious events show medical science at its best. This book shows a doctor's life at an intimate level, with its many rewards, struggles, and exchanges. This memoir reveals that humor, compassion, and humility make the practice of medicine fulfilling and inspiring.

A look into a period in American history full of sweeping changes--an intensely personal account of the Old West as told by the memoirs of Jim Gober, a Texas lawman.

"This step-by-step guide, written by a best-selling author and former Wall Street titan, provides all the information--and inspiration--you need to feel better, reduce aches and pains, and push back against aging with a personalized fitness program that's right for you. Whatever your fitness goals or preferences, this book is designed to help you pursue the health program that works for you. An inspirational speaker, author, and former Wall Street rainmaker, Jim Owen was 70 when he decided he had to get fit. Years of a chair-bound lifestyle were taking their toll. Realizing that the old bodybuilding approach was no way to tackle the stiffness, weakness, and aches and pains that come with age, he set off on a journey of discovery and transformation. With help from the experts, he developed a common-sense, step-by-step program that can be tailored to any level of physical ability. Along the way he learned why cardio machines aren't enough, what it takes to be "functionally fit" for daily life, and how to stay motivated. Today, Owen is in better shape than he was at 25, and he is a passionate evangelist for fitness as a way of life. He has proved that you don't have to be powerless in the face of advancing years: if you make a commitment to "just move," you can take charge of the aging process and make your coming years the best they can be. The book is divided into two sections, with the first providing fascinating information and the second showing step-by-step details of how to put the best fitness principles into practice."--provided by Amazon.com.

As business interests have commercialized the American West and publishers and studios have created a compelling image of the West, the expectations of readers and moviegoers have influenced public perception of the cowboy as a hero figure. This book describes the evolution of the Western cowboy hero as a mythic persona created and propagated by dime novels, television and Hollywood. Because much of our concept of the cowboy comes to us from movies, the book's main focus is his changing image in cinema. The development of the cowboy's hero image and his place in the fictional West is traced from early novels and films to the present. His image has definitely evolved along with shifting audience expectations and economic pressures.

The ultimate guide to living like a great American icon, Cowboy by Rocco Wachman—celebrity host of CMT's popular "Cowboy U"—is an essential manual of cowboy culture, cowboy living, and cowboy lore, ideal for the city slicker who's enamored by all things wild and western.

Photographs that show the women of the contemporary western ranch mostly at work in the fields, but also at home with the family and in the ranch office.

For many of us, the image of the cowboy hero facing off against the villain dominates our memories of the movies. Peter French examines the world of the western, one in which death is annihilation, the culmination of life, and there is nothing else. In that world he finds alternatives to Judeo-Christian traditions that dominate our ethical theories, alternatives that also attack the views of the most prominent ethicists of the past three centuries. More than just a meditation on the portrayal of the good, the bad, and the ugly on the big screen, French's work identifies an attitude toward life that he claims is one of the most distinctive and enduring elements of American culture.

"For the past decade, the book Cowboy Ethics: What Wall Street Can Learn from the Code of the West has been helping people imagine a different kind of America ~ a melting-pot nation that find unity in basic, common-sense principles of honor, loyalty, and courage. A place where people are measured by their character, not their job title, the kind of car they drive, or the size of their bank account. Communities where neighbors help neighbors, and a simple handshake is enough to seal a deal. Now, in this special tenth anniversary edition, noted author and speaker Jim Owens frames his original "Ten Principles to Live By" with fresh inspiration, and a heartfelt call to action. In his vision, we can all find the hero that lies within. And the path that can lead each of us to a better, more meaningful life . . . is the same one that leads to a better world."--Back cover.

In the late 1980s, a female baby elephant was born into a herd that lived on the plains of southern Africa. Her mother has carried her for two years, and normally she would have nursed her for five more. But the close-knit family of wild elephants was to face a predator for which it was no match--humans. In a "cull," her family was slaughtered in a few moments. Only the newborn female's life was spared. Terrified and bewildered the young elephant was transported to America to be sold. There she met the person who was to change her life forever. Bob Norris is a cowboy with an enormous empathy for animals that overwhelms his other emotions. He was raised with a pet bear and as a boy decided to become a real cowboy. He saw his dream come true in Colorado on one of the larger horse-and-cattle ranches in America. Handsome as a movie star, he became the Marlboro Man and appeared on TV and on billboards around the world. But with the passing of years, and with his own family grown up, he felt the need for something that he could not name. When she came into his life by happenstance, the hurt, vulnerable little elephant tapped the fullness of Bob's empathy, and an incredible bond between the most unlikely of friends was forged. Bob adopted the baby orphan elephant--named Amy--and patiently set about helping her recover from the trauma of her ordeal. He had never seen a real African elephant up close, except in zoos. He was a horseman and breeder of champion quarter horses. But through close observation, gentle training, humor, and endless perseverance, Bob gradually coaxed Amy into overcoming her mistrust of humans, and indeed, her fear of the world. The little elephant became a "hand" on Bob's ranch, tending to simple chores, riding the fences, and shadowing Bob on his horse. She developed a winning personality, and a strong character, and became a beloved member of the Norris family and partner to the ranch hands. But Bob knew from the start that the ultimate goal was for Amy to regain her confidence and her independence - even, if it were possible,

to go back to the savannahs of Africa. This is the true story of how Amy and Bob came together. No one who reads *The Cowboy and His Elephant* can fail to be moved by such a simple tale of unlikely love.

Convict Cowboys is the first book on the nation's first prison rodeo, which ran from 1931 to 1986. At its apogee the Texas Prison Rodeo drew 30,000 spectators on October Sundays. Mitchel P. Roth portrays the Texas Prison Rodeo against a backdrop of Texas history, covering the history of rodeo, the prison system, and convict leasing, as well as important figures in Texas penology including Marshall Lee Simmons, O.B. Ellis, and George J. Beto, and the changing prison demimonde. Over the years the rodeo arena not only boasted death-defying entertainment that would make professional cowboys think twice, but featured a virtual who's who of American popular culture. Readers will be treated to stories about numerous American and Texas folk heroes, including Western film stars ranging from Tom Mix to John Wayne, and music legends such as Johnny Cash and Willie Nelson. Through extensive archival research Roth introduces readers to the convict cowboys in both the rodeo arena and behind prison walls, giving voice to a legion of previously forgotten inmate cowboys who risked life and limb for a few dollars and the applause of free-world crowds.

Provides a look at the black West through this informative biography of history's most famous black rodeo rider. Reprint.

Co-published with the Oxford Philosophy Trust, this first volume in a new series represents the work of the International Conference on Social Values. This volume focuses on education as a separate discipline and addresses the issues such as teacher training, corporate-business school partnerships, and the ethical behavior of academics in their roles as experts in litigation. A riveting, incisive, and wide-ranging book about the Right to Die movement, and the doctors, patients, and activists at the heart of this increasingly urgent issue. More states and countries are passing right-to-die laws that allow the sick and suffering to end their lives at pre-planned moments, with the help of physicians. But even where these laws exist, they leave many people behind. *The Inevitable* moves beyond margins of the law to the people who are meticulously planning their final hours—far from medical offices, legislative chambers, hospital ethics committees, and polite conversation. It also shines a light on the people who help them: loved ones and, sometimes, clandestine groups on the Internet that together form the “euthanasia underground.” Katie Engelhart, a veteran journalist, focuses on six people representing different aspects of the right to die debate. Two are doctors: a California physician who runs a boutique assisted death clinic and has written more lethal prescriptions than anyone else in the U.S.; an Australian named Philip Nitschke who lost his medical license for teaching people how to end their lives painlessly and peacefully at “DIY Death” workshops. The other four chapters belong to people who said they wanted to die because they were suffering unbearably—of old age, chronic illness, dementia, and mental anguish—and saw suicide as their only option. Spanning North America, Europe, and Australia, *The Inevitable* offers a deeply reported and fearless look at a morally tangled subject. It introduces readers to ordinary people who are fighting to find dignity and authenticity in the final hours of their lives.

Having been rocked by one damaging revelation of misbehavior after another, Wall Street is in a state of crisis. Investors are disgusted by the misdeeds of a few and suspicious of the industry at large. Every firm finds its integrity open to question. Regulators are up in arms. And the industry is facing billions of dollars in costs to comply with a floodtide of new regulations. But imagine what could happen if Wall Street firms looked back to a simpler time when a handshake was enough to seal a deal, and right and wrong were as clear as black and white. What if executives, portfolio managers, analysts, and traders decided that some things aren't for sale? What if every major investment firm agreed to live by the principle that the client always comes first? In words and images, *Cowboy Ethics* explores the life and code of the working cowboy as a source of inspiration pointing the industry to a way out of its troubles. The book is intended as the catalyst for a movement to transform the industry not with the carrot and stick, but from the inside out one person, firm, and organization at a time."

How to be a Cowboy is A compendium of knowledge and insight, wit and wisdom, an all around resource for every aspect of cowboy life.

"Funny, complicated, and irresistible."—JODI THOMAS, New York Times bestselling author for *Caught Up in a Cowboy* The town of Creedence, Colorado gets involved in horse rescue in bestseller Jennie Marts' brilliant new series *Scarred* and battered loner Zane Taylor has a gift with animals, particularly horses, but he's at a total loss when it comes to knowing how to handle women. Even though he's sworn off love, he can't seem to stay away from Bryn Callahan. He's known for being a horse whisperer, but can't seem to find his voice at all where Bryn is concerned. Bryn Callahan has a heart for strays, but she is through trying to save damaged men. She vows to only date nice guys, which is a category that does not include Zane Taylor. Too bad he's the only one who sets her pulse racing every time she's around him. Starting a horse rescue ranch wasn't in Bryn's plan, but try telling that to the assembly of abandoned animals that have found their way to her doorstep. And when a chance encounter with a horse headed for slaughter brings Zane and Bryn together, they find themselves given a chance to save not just the horse, but maybe each other... *The Cowboys of Creedence Series: Caught Up in a Cowboy (Book 1) You Had Me at Cowboy (Book 2) It Started with a Cowboy (Book 3) Wish Upon a Cowboy (Book 4) Creedence Horse Rescue Series: A Cowboy State of Mind (Book 1) Praise for Caught Up in a Cowboy: "An appealing story of love rediscovered... enjoy this tender tale."*—Publishers Weekly "Chemistry so electric it flies off the page."—RT Book Reviews, 4 Stars "Full of exquisite heat and passion... an enthralling combination of intense moments, playful banter and great depth of emotion."—Harlequin Junkie for *Caught Up in a Cowboy*

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