

DECENCY

by Charles S. Lauer



"Decency is about doing the right thing and being a good person. ...This book weaves stories of these passions into a quilt of reminders... ..As he spins tales from his experiences and observations, he incorporates a lesson. And each lesson touches on an aspect of DECENCY."
– from the Preface



About Charles S. Lauer

From his position as former publisher of *Modern Healthcare* for more than 25 years and now corporate vice president of Crain Communications, Publishing and Editorial Director of *Modern Healthcare*, an author, public speaker and award-winning businessman, Charles S. Lauer has become one of the most respected and sought-after speakers in American business. His commitments to excellence and client/customer service are the steely threads that link this work as public speaker and as magazine publisher. He is the Author of two previous books, *Soar with the Eagles* and *Reach for the Stars*.

What others say about **DECENCY**

"Anyone who cares about leadership in health care will find in Decency a trove of inspired wisdom offered up in a thoughtful collection of essays written over three decades by one of our most cogent and principled observers. Containing a combination of practical advice, pertinent stories, and reflective meditation, I found myself wanting to go back and visit these gems of insight again and again."

Fred Lee, Author of the 2005 James A. Hamilton ACHE Book of the Year - *If Disney Ran Your Hospital*

"Chuck Lauer takes a subject - decency - and sheds light onto why it is absolutely vital in the business world today. From real world situations to personal anecdotes, this book shows how to keep our moral compass true. Taking his advice to heart will blossom better relationships with your co-workers, employees and customers, family and friends."

Quint Studer, Chief Executive Officer,
The Studer Group

"The final test of a leader and friend is that he leaves behind, in others, the conviction and will to carry on. Chuck Lauer, by his very leadership example, imparts part of himself and his essence to us through his written words. He writes about what he is... decent... 'Inspired by the Heart' and leads others from a well of passion."

Bill Kelley, Chairman,
Hill Rom Corporation

"Chuck Lauer is a master at getting to the heart of a situation or circumstance. His reflections are more pertinent today than ever before...and comforting -- truly an inspiring and heartwarming read."

Gil Minor, III, Chairman,
Owens & Minor, Inc.

ISBN 0-9743860-2-2



9 780974 386027

Decency:

That which is proper or becoming; the quality of conforming to standards of propriety and morality; the quality of being polite and respectable; seemliness; hence, freedom from obscenity or indecorum; modesty. These are among the dictionary definitions of DECENCY, the subject of Chuck Lauer's latest book. I can't argue with any of these, but somehow they are not enough. Decency is deeper than modesty ... or what is polite ... or what fits the standards of propriety. And Chuck Lauer understands that. Decency is about doing the right thing and being a good person. There are few people who have a better sense of doing the right thing than Chuck Lauer. In his Publisher's Letters in *Modern Healthcare*, Chuck has reminded us repeatedly what it means to be a good person. He doesn't talk about complicated theories of morality. Instead, he tells stories that demonstrate the qualities that lead toward a fuller life, stronger relationships, a better society. Chuck Lauer wears his heart on his sleeve. In this book you will see that. With Chuck, what you see is what he really is, day-to-day, year-after-year--a man who cares about people, about doing the right thing, about his country and his family and friends, and about the healthcare industry where he has spent his career ... and about the Cubs.

—from the Preface



More About The Author

Charles S. Lauer was the publisher of *Modern Healthcare* for more than 25 years, taking it from a monthly money-losing proposition when Crain Communications purchased the magazine in 1976 to the nation's leading healthcare news weekly. Known throughout the healthcare industry and beyond as a leader, he is in great demand for his motivational messages to top companies nationwide. Part poet, part hard-nosed businessman, Mr. Lauer provides insights that echo a strong set of personal values. His weekly publisher's letter in *Modern Healthcare* is filled with practical power, emphasizing his motto and his mantra that customer service is everything. Mr. Lauer's career includes early success as a retail representative for *Life Magazine* at Time, Inc., and later as a drug merchandising manager of *Look*. The consummate salesman, he served as Midwest Sales Manager for two McGraw-Hill trade publications and was general sales manager for the publications of the American Medical Association where he became the AMA's director of communications. He also held executive management positions with Family Media, Inc. and Petersen Publishing. A graduate of Middlebury College in Vermont, Mr. Lauer served in the United States Army as a corporal during the Korean War and continued his postgraduate education at the Northwestern University Medill School of Journalism in Evanston, Illinois.

