

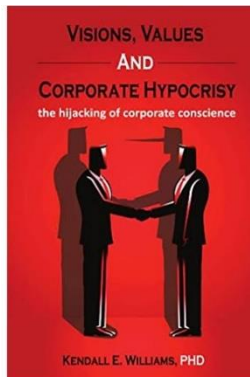
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[Dr. Kendall E. Williams Announces The Launch of His Much-Anticipated Book –“Visions, Values, and Corporate Hypocrisy: The Hijacking of Corporate Conscience”](#)

Dr. Williams argues that hypocrisy occurs when leaders fail to align their actions with company values, resulting in widespread disillusionment that taints the entire organization. Hypocrisy is rife in the corporate world, with disastrous consequences for businesses, employees, and consumers.

Oxnard, California, September 20, 2021, The Covid-19 Pandemic has affected every sector of the global society. The economy has taken a huge hit and the fallout is that companies have folded, people have lost their cars and homes for lack of ability to pay down their debt. While everyone can acknowledge that a company must make profits, it is time for the paradigms to change.

Employees need a reason to get out of bed every day and go to work, not just to earn a salary, but to have hope for a brighter future. The time for employers to recognize the human side of the enterprise is long over due.



In his latest book, [“Visions, Values, and Corporate Hypocrisy: The Hijacking of Corporate Conscience”](#), Dr. Williams argues that hypocrisy occurs when leaders fail to align their actions with company values, resulting in widespread disillusionment that taints the entire organization. Now more than ever, companies have a duty, and an incentive to reverse the “profits before people” paradigm, focusing instead on a “people first” approach.

The author demonstrates that profits are a natural consequence of this approach, since employees are inspired to contribute their personal best when they are well-treated and respected. [“Visions, Values, and Corporate Hypocrisy”](#) calls for greater transparency, accountability, and integrity within the business discourse, starting with leaders whose actions ultimately shape the culture and success of organizations.

Dr. Williams stresses that the concept of human capital recognizes that not all labor is equal. But employers can improve the quality of that capital by investing in employees—the education, experience, and abilities of employees all have economic value for employers and for the economy as a whole. Human capital is important because it is perceived to increase productivity and thus profitability. So, the more a company invests in its employees...the more ROI it will reap.