



**Well-known expert on global ethics will sign new book at CSUSB
Palm Desert Campus**

Will lead discussion about global ethics

PALM DESERT, Calif. (April 14, 2009) – Author and speaker, Rushworth Kidder, will discuss and sign his latest book, *Moral Courage: Making Choices in Tough Times*, at the CSUSB Palm Desert Campus on Monday, April 20, at 7:00 p.m.

The event will take place in the campus's Indian Wells Theater, located at 37-500 Cook Street in Palm Desert, between Gerald Ford and Frank Sinatra Drives.

Admission is free and parking is prepaid by Friends of the Palm Desert Campus.

Kidder is President and Founder of the Institute for Global Ethics, whose mission is to promote ethical behavior in individuals, educators and organizations through research, public discourse and practical action.

Widely known as a provocative speaker and stimulating author, Rush Kidder

brings more than 30 years of insights to his discussions of corporate and global ethics. Dr. Kidder's latest book, *Moral Courage*, uses real-life stories from business, education, government, sports, and other areas to explain what moral courage is, what it does, and how we can develop it.

Dr. Kidder's previous book, *How Good People Make Tough Choices: Resolving the Dilemmas of Ethical Living*, has been praised as a thought-provoking guide to enlightened and progressive personal behavior. His prolific writings often involve him in interviews with business and government leaders around the world. For his 1994 book, *Shared Values for a Troubled World: Conversations with Men and Women of Conscience*, he interviewed 24 opinion makers from 16 countries in an effort to identify a global code of ethics.

Bill Moyers noted that, "only Rush Kidder would have made this odyssey, and only Rush Kidder could have returned with such a valuable cargo of insights."

Dr. Kidder serves as executive editor of *Ethics Newslines*®, the world's first weekly, Internet-based, ethics information service, for which he writes a weekly column.

Prior to founding the Institute for Global Ethics in 1990, Kidder was senior columnist for *The Christian Science Monitor*, an international daily newspaper highly regarded for its depth, balance, and ethical stance.

A graduate of Amherst College with a Ph.D. from Columbia University, he appears monthly as part of an ethics panel in *O: The Oprah Magazine*, and places op-ed pieces in such periodicals as the *Los Angeles Times*, the *Chicago Tribune*, and *The Boston Globe*.

For more information, contact Mike Singer in the campus's Office of Public Affairs at (760) 341-2883, ext. 78107 or msinger@csusb.edu.

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