Cowboy Ethics:
What Wall Street Can Learn from the Code of the West

—James P. Owen

1. Live each day with courage
2. Take pride in your work
3. Always finish what you start
4. Do what has to be done
5. Be tough, but fair
6. When you make a promise, keep it.
7. Ride for the brand
8. Talk less and say more
9. Remember that some things aren't for sale
10. Know when to draw the line

Real courage is being scared to death and saddling up anyway...

"There is more to courage than jumping into a river to save someone's life. It is also being willing to speak up and say that something isn't right—even if that means going up against partners, colleagues, or superiors."

—James P. Owen