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Integrity and the Presidential Election - a Nonpartisan Integrity Analyst Weighs...

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Integrity and the Presidential Election - a Nonpartisan Integrity Analyst Weighs in on 'Moral Certainty' Vs. Integrity

DEL MAR, Calif., Jan. 31 /PRNewswire/ -- While there are plenty of issues which will impact the presidential race, when standing behind the curtain at the polls many Americans report that they put their x's on the ballot based on each candidate's character. Besides leadership, what individual trait proves the most overridingly important? In a single word, integrity.

And yet ... what exactly IS integrity? Is it "moral certainty" a la President George W. Bush going with his gut? Seasoned psychologist and nonpartisan Integrity Analyst, Dr. David Gruder replies emphatically, NO!

"Everyone already intuitively knows that our country is divided into three camps that are NOT defined by political party, no matter how much the dog-fighting between liberals and conservatives is designed to divert us from this far larger problem. These three camps are:

1. Those who advocate on behalf of the collective highest good (Conservatives use moral certainty and fear to foist their version onto others and Liberals use idealism to get people to ignore more complicated issues that they would rather not deal with).
2. Those who advocate for individual rights (Conservatives speak out of both sides of their mouths on this one and Liberals don't seem to have

any clue about how to speak to this issue in a cogent way).

3. Those who advocate for special interests (including BOTH the privileged rich and powerful AND the disenfranchised as well as the typical special interest groups -- special interests dominate government on both sides of the political aisle)."

(Read more @ the new IntegrityWatch blog: www.TheNewIQ.com/blog and www.IntegrityPledge.org)

In his just-released book, *The New IQ: How Integrity Intelligence Serves You, Your Relationships, and Our World* (EPP/Elite, January, www.TheNewIQ.com), Dr. Gruder delivers the ultimate primer on this critical trait -- not only quantifying what integrity IS, but also clarifying what it is NOT. The New IQ provides the road map for incorporating integrity into every area of one's life.

For nearly three decades, he has facilitated integrity enhancement for entities ranging from American Express, to the U.C. San Diego Medical School, to instructing ambassadors and other delegates of the World Trade Organization et al.

Producers/Editors: Dr. Gruder is available for interviews. Book excerpts available. Downloadable press kit: www.TheNewIQ.com/media

Organization: Willingness Works

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Available Topic Expert(s): For information on the listed expert(s), click appropriate link.

David Gruder, Ph.D. MFT. D.CEP

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