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## Book Review: Hail to the CEO: the Failure of George W. Bush and the Cult of Moral Leadership, by James Hoopes

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Hoopes, James. **Hail to the CEO: the failure of George W. Bush and the cult of moral leadership.** Praeger, 2007.  
131p ISBN 9780313347849, \$34.95.

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In this short but tightly argued work, Hoopes (business ethics, Babson College) presents a clear thesis: George W. Bush has misunderstood and misused his moral authority as president. As the first "MBA President," Bush embraced a "cult of moral leadership" that gives him a "false moral confidence [that] destroys ... moral caution" and is "corrupt at the core." Hoopes argues that a misguided moral superiority animates decision making in the Bush White House, blinding them to the perils of abusing power. Leaders should "manage for values, not by them ... genuinely moral leadership requires treating values as goals, not tools." And what are the consequences of misusing moral leadership? "The leadership cult endangers executives not only morally but also practically by encouraging them to devalue competence and knowledge." The author then proceeds to demonstrate how the Bush administration has abused moral authority, especially emphasizing the war in Iraq and the war against terrorism. Hoopes concludes that "it takes more than good values to be a moral leader."

--M. A. Genovese, *Loyola Marymount University*

Summing Up: Highly recommended. General readers and all undergraduates.