

## Honoring the cowboy code

In the old West, all it often took to conduct an honest day's business was a firm handshake. A new book seeks to reintroduce Wall Street to this good-as-my-word type of conduct.

*Cowboy Ethics: What Wall Street Can Learn from the Code of the West* melds a traditional business theme with the cowboy code of honor, loyalty and courage, offering Wall Street a self-help approach to healing itself, according to Santa Barbara, California, author and investment-industry veteran James P. Owen.

Dismayed by trading scandals and the resulting regulatory backlash, Owen decided the best way to encourage ethical practices was to inspire a renewed interest in principles such as honor, reputation and a can-do spirit.

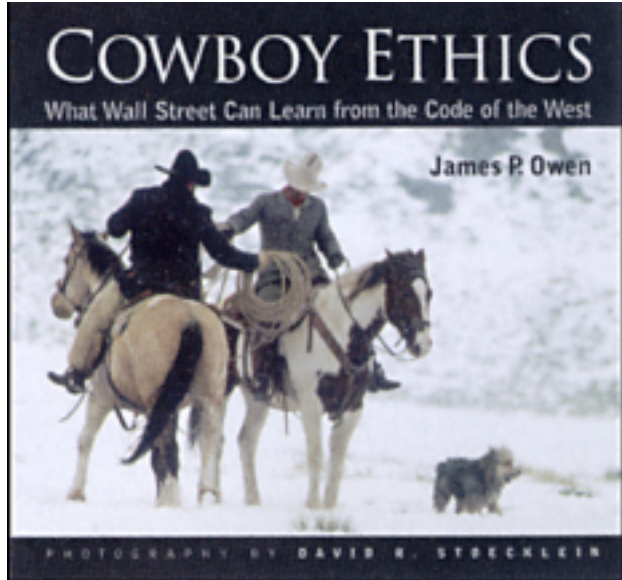
Owen's inspiration was working cowboys. He translates their unwritten code into 10 principles, illustrated with episodes from classic Western books and movies. And when he came across Western photography by Ketchum, Idaho, photographer/publisher David Stoecklein, Owen felt the images perfectly captured the qualities he wanted to convey.

Stoecklein opened his archive of more than 10,000 images, and published the book through his company, Stoecklein Publishing, in December. The book is already in its second printing.

Stoecklein says what struck him about the book was how it captured the way he lives his life.

"There has always been this code of the West that cowboys have lived by. I've seen million-dollar deals done with a handshake, and this book preserves what that Western life and heritage is all about."

*Cowboy Ethics* is available at bookstores and at [www.drphoto.net](http://www.drphoto.net) or 800.727.5191. — *Jon Phihps*



**A new book promotes a culture where there's no blurring between right and wrong.**