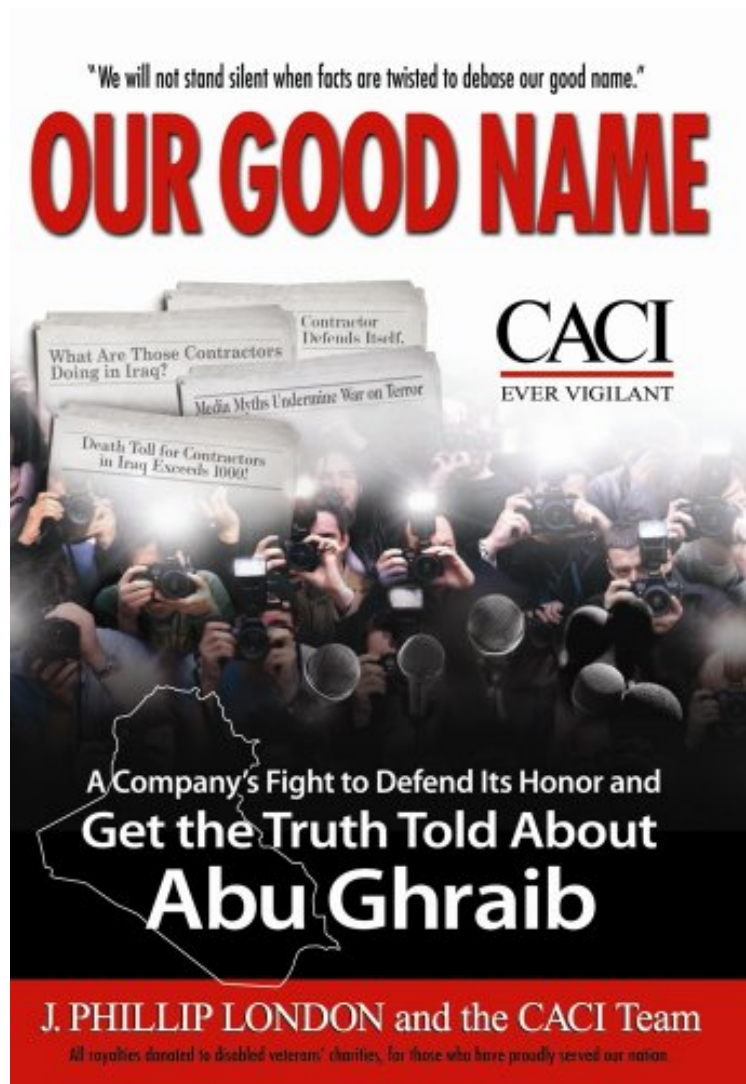


(Mobile book) Our Good Name: A Company's Fight to Defend Its Honor and Get the Truth Told About Abu Ghraib

## Our Good Name: A Company's Fight to Defend Its Honor and Get the Truth Told About Abu Ghraib

J. Phillip London

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**J. Phillip London : Our Good Name: A Company's Fight to Defend Its Honor and Get the Truth Told About Abu Ghraib** before purchasing it in order to gage whether or not it would be worth my time, and all praised Our Good Name: A Company's Fight to Defend Its Honor and Get the Truth Told About Abu Ghraib:

2 of 3 people found the following review helpful. Pure Corporate PropagandaBy NargrakhanOMG. Where to even begin?Jack London and this book are lying, filthy sleaze. The book was written after CACI won their first case against the accusation of committing war crimes at Abu Ghraib. Remember that little fiasco? Here's the interesting part the

book likes to ignore: There is NO question among the international community that personnel connected to and/or working for CACI committed war crimes. The international community has ruled war crimes DID happen. What CACI's been arguing, is that CIVILIAN courts cannot make rulings about International war crimes, and therefore CIVILIAN courts cannot force financial restitution for those wrongful actions. The case is called "Al Shimari v. CACI" and is actually still ongoing. Jacky-boy was trumpeting victory too soon when he wrote this trash novel. It was reopened a few years later, because of the war crime discoveries. Look. I'm no bleeding heart liberal. I believe that if you need to use torture to get info from an enemy, then by all means use it. HOWEVER! If you discover the person you tortured was innocent, or the torture was completely unnecessary, you've done screwed up. Now you should PUNISH the torturer, the government will prove FULL apologizes, AND the contractors involved will provide MAXIMUM restitution to the victim. End of discussion. Torture should be a final resort, and ONLY when you're 100% certain you've got the right person. If there's a shred of doubt, you find another means. The cost of using such dangerous methods should be felt by all. It should NEVER be the default answer to all problems, and ALWAYS punished if used incorrectly. CACI is trying to weasel their way out of this situation. They DID use torture incorrectly AND on people later proved innocent (i.e. not involved with radical Islam or terrorism). CACI doesn't want to pay for the crime they committed, and give those poor victims the money they deserve. This book is proof of it. CACI claims their innocent, when their innocence is nonexistent. They're using a combination of the Nuremberg argument and legal loopholes that war crimes only belong in a military tribunal or international court, because neither of those would rule against them (the US government would never accuse itself of giving CACI orders to torture people). CACI did wrong. There's ample evidence that prove it. At argument here, is if CACI should somehow be punished for it. They should. The right thing should have been to NOT accept such a vile contract. No one forces them to do business with the US government. When you get caught doing wrong, you should face the music. Jack London clearly thinks otherwise. Why should the rich be punished for the same crimes as the plebs? That's what this book tells me. Corporations should have the rights of people when it suits them (like for political fund raisers), but not when it hurts them (like war crimes). That's what this book tells me. This book tells me a lot of things. This book is disgusting. Here's another fun fact: CACI sued the torture victims after they won the first court battle. Can you believe that!?! They sued them, because they actually thought the truth behind the war crimes wouldn't get out or be used against them. Ha! Well guess what? That action is just one of many reasons "Al Shimari v. CACI" was reopened. Good job CACI. Couldn't leave well enough alone, and now you're getting burned. 3 of 6 people found the following review helpful. Excellent Read for corporate leaders who lead with integrity while facing crises By NASCAR Fan This book was a page turner for me. Being the conservative, "treat others the way you want to be treated" driven professional who gets frustrated by politics and suspected cheating - I have mapped this book to the exact description (in long form) of just how out of control the media has become. Here is a quote I tagged at the beginning of the book that explains it all - and what CACI had to fight - for their own good name: "CACI's experience illustrates the media's power to inappropriately and wrongfully shape public perception. It also raises important questions about accountability when reporters get facts wrong or when the media's dynamics - including pressures of time and space constraints - produce news stories that contain fact and speculation, and accord equal treatment to reality and theory, but do not make clear which is which." For any company executive who truly cares about their company, employees, customers and shareholders, I invite you to read this. The leadership from the top on down is phenomenal and admirable. 4 of 7 people found the following review helpful. Our Good name By H. Brown If you need evidence of a liberal bias in the media this book has it. What is worse is that once lies have been spread it is difficult to ever correct them in peoples minds. This should be required reading for modern crisis management.

In April 2004, an illegally leaked U.S. Army report thrust CACI, an information technology company, into the international spotlight by casting suspicion on a CACI employee for being "either directly or indirectly responsible" for the mistreatment of detainees at Abu Ghraib prison in Iraq. At the same time, pictures from the abuses were shown on national television and tarnished anyone associated with Abu Ghraib--including CACI. What ensued was a media frenzy rarely seen by any company in recent decades. The media twisted the unsupported allegations into a guilty verdict without regard for the facts or the truth, creating a damning public perception of CACI. Our Good Name recounts how CACI battled to defend itself against erroneous and malicious reports by a rampaging media, how it responded to the wide-ranging government investigations, and how it overcame misplaced anger and criticism that put the company's dedicated employees and excellent reputation--even it's future--at risk. Faced with constant accusations, exaggerations, and false reports, CACI refused to allow the media storm and uninformed opportunists to drag it down. The company condemned the behavior depicted in the infamous prison photos. If any employee had been culpable of any wrongdoing, the company would respond forcefully and accordingly, but only adhering to the rule of law. There would be no witch hunts, no lynch mobs, and no kangaroo courts. Spearheaded by its long-time leader, chairman, president, and CEO Dr. J. Phillip London, the company mounted a concentrated campaign to address the allegations and make the facts known. CACI used innovative methods of crisis management and consistent communications to push back against the distortions and mistakes. CACI would also rely upon its long-established, proven culture of

ethics and integrity to direct its activities and set the record straight. Our Good Name is CACI's story of facing one of the biggest scandals in recent history...and coming out honorably with its head high.

From the Inside Flap  
The Crisis That Rocked a Country and a Company... In April 2004, an illegally leaked U.S. Army report thrust CACI, an information technology company, into the international spotlight by casting suspicion on a CACI employee for being "either directly or indirectly responsible" for the mistreatment of detainees at Abu Ghraib prison in Iraq. At the same time, pictures from the abuses were shown on national television and tarnished anyone associated with Abu Ghraib--including CACI. What ensued was a media frenzy rarely seen by any company in recent decades. The media twisted the unsupported allegations into a guilty verdict without regard for the facts or the truth, creating a damning public perception of CACI. Our Good Name recounts how CACI battled to defend itself against erroneous and malicious reports by a rampaging media, how it responded to the wide-ranging government investigations, and how it overcame misplaced anger and criticism that put the company's dedicated employees and excellent reputation--even its future--at risk. Faced with constant accusations, exaggerations, and false reports, CACI refused to allow the media storm and uninformed opportunists to drag it down. The company condemned the behavior depicted in the infamous prison photos. If any employee had been culpable of any wrongdoing, the company would respond forcefully and accordingly, but only adhering to the rule of law. There would be no witch hunts, no lynch mobs, and no kangaroo courts. Spearheaded by its long-time leader, chairman, president, and CEO Dr. J. Phillip London, the company mounted a concentrated campaign to address the allegations and make the facts known. CACI used innovative methods of crisis management and consistent communications to push back against the distortions and mistakes. CACI would also rely upon its long-established, proven culture of ethics and integrity to direct its activities and set the record straight. Our Good Name is CACI's story of facing one of the biggest scandals in recent history...and coming out honorably with its head high.

From the Back Cover  
Our Good Name "How refreshing to see a company that is helping to protect our men and women in uniform defend its good name and reputation against an agenda-driven press corps that was all too quick to rush to judgment. Jack London and his research team at CACI took the time to get the facts right and document the media bias and shoddy reporting that occurred during the Abu Ghraib scandal. This book sets the record straight concerning CACI's role at the now infamous prison." -Steve Forbes, Editor-in-Chief, Forbes magazine "This is a powerful book on the abuse of the mainstream media as much as the real story of Abu Ghraib that will be a historic part of understanding what really happened--not what the media reported for their political agenda that did great harm to America's role in fighting radical Islam. Thanks to CACI and CEO Jack London for telling the real story the world must know." -Lt. Gen. Thomas McInerney, USAF (Ret.), founder of Government Reform Through Technology and FOXNews Military analyst "An amazing chronicle of what it's like to be the main course at a media feeding frenzy. This book is an absolute must for any businessman or MBA who needs to learn how to handle a real worst-case scenario." -Dan Gainor, Director, Business Media Institute "When the Abu Ghraib scandal broke, mud was slung in all directions, irrespective of who was truly involved, and more important, who was guilty. Civilian contractors, such as CACI were tarred with a broad brush by the media, often called 'torturers.' Once company, CACI refused to take these accusations lying down. The executives decided to fight the allegations with a fact-based public relations offensive that consumed fantastic amounts of time and energy--yet which in the end were critical for the company to recover its reputation. Our Good Name, the study of the months that followed, and CACI's struggle to set the record straight, shows that while it may not be easy or convenient, a company can fight back against the media giants. Faced with biased or ill-informed reporters, CACI undertook a massive information campaign that answered every charge, every innuendo, and every false claim. Eventually the company was cleared of wrongdoing by two Defense Department investigations, but even before then, the effort to restore Our Good Name had succeeded. Our Good Name is a case study of crisis-response by management, but more important, it's an example of the fact that the truth will 'win out' if fought for with determination and passion." -Larry Schweikart, Professor of History, University of Dayton

About the Author  
J. Phillip ("Jack") London is the Chairman of the Board of CACI International Inc. (NYSE: CAI). During his 23 years as Chief Executive office (1984-2007), London built CACI into a leading information technology and network communications services company. With over \$2 billion in annual sales and more than 11,800 employees, CACI is located in over 100 offices worldwide. Joining the company in 1972, London is known today in the industry as the founder of the modern-era CACI. London is a graduate of the U.S. Naval Academy. He holds a master's degree in operations research from the U.S. Naval Postgraduate School and a doctorate in business administration from The George Washington University. He retired as a U.S. Navy Captain after serving 12 years as a U.S. naval officer and aviator, and another 12 years with the reserves. London has received numerous industry awards and recognition, and is active in industry and community affairs.