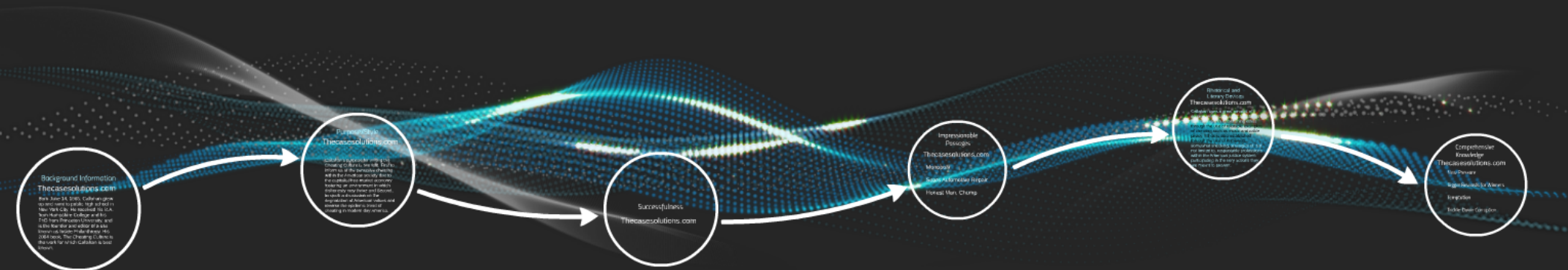


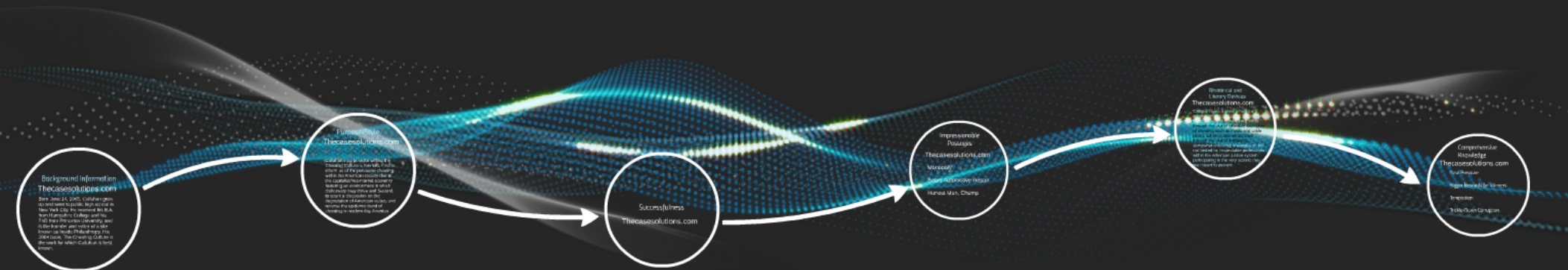
Re-Imagining Crotonville: Epicenter of GE's Leadership Culture (A)

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Background Information

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Born June 14, 1965, Callahan grew up and went to public high school in New York City. He received his B.A. from Hampshire College and his PhD from Princeton University, and is the founder and editor of a site known as Inside Philanthropy. His 2004 book, *The Cheating Culture* is the work for which Callahan is best known.



Purpose/Style

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Callahan's purpose for writing the Cheating Culture is two fold, First to inform us of the pervasive cheating within the American society due to the capitalist/free-market economy fostering an environment in which dishonesty may thrive and Second, to spark a discussion on the degradation of American values and reverse the epidemic trend of cheating in modern day America.



Successfulness
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Impressionable
Passages

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Monopoly

Sears Automotive Repair

Honest Man, Chump

Rhetorical and Literary Devices

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Callahan uses a great amount of empiric evidence in order to establish logos along with establishing ethos through the use of relatable examples of cheating such as music and cable piracy. Ethos is also established through the use of numerous, somewhat shocking, analogies of, but not limited to, respectable professions within the American justice system participating in the very actions they are meant to prevent.



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New Pressure

Bigger Rewards for Winners

Temptation

Trickle-Down Corruption

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