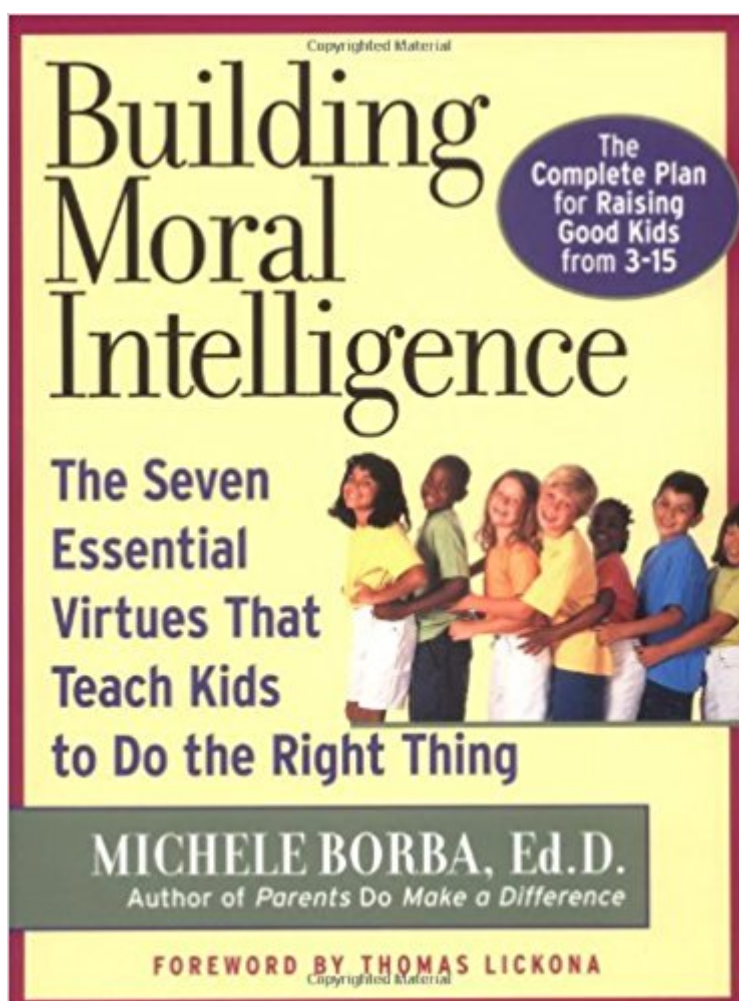


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# Building Moral Intelligence: The Seven Essential Virtues That Teach Kids To Do The Right Thing



## Synopsis

Gain a new understanding of moral intelligence, and a step-by-step program for its achievement from bestselling author, Michele Borba. In this indispensable book for parents, Borba has created a new break-through in conceptualizing and teaching virtue, character and values under the auspices of a measurable capacity -- Moral Intelligence. This book confronts the front-page crisis we now face in our country regarding youth violence, alienation, self-destructive behavior, cold-heartedness, lack of compassion, insensitivity, intolerance and the break down of values. The author provides a new way to understand, evaluate and inspire our kids with the seven essential virtues which comprise moral intelligence.

## Book Information

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## Customer Reviews

Television, games, the Internet, peers and other forces shape children's morality, but consultant and educator Borba (*Parents Do Make a Difference*) argues that it is parents who provide the most enduring modeling and instruction. Kids, she asserts, should be fortified against the onslaught of increasingly negative cultural influences violent video games, nasty music lyrics by parental involvement and guidance. Designed as a guide for parents and caregivers of children from three to 15 years old, the book describes an epidemic deficiency in the moral development of American kids and outlines seven virtues (Empathy, Conscience, Self-Control, Respect, Kindness, Tolerance and Fairness) to be engendered in children. Devoting an identically designed chapter to each virtue, she defines the virtue in accessible and secular language. She then provides a test for parents to

assess their children and offers practical actions parents can take on a daily basis. Throughout, her tone is pragmatic and optimistic. She advises parents to make sure they are providing a moral example that they would want their children to follow in other words, watch their own behavior. She advises parents to be direct about their own moral beliefs and encourage specific virtuous behaviors. Borba concludes the book with a helpful resource list. A packed storehouse, this helpful, informative and hopeful book will be dog-eared over years of consultation. (July)Forecast: Many readers will recognize Borba's name; as an expert on "bullying," she makes frequent TV appearances, and on Oprah's Mom Online she is the "Moral Intelligence Pro." This book is timely; given public debates on media violence, and the prevention of juvenile crime, it's likely to be widely read and referenced. Copyright 2001 Cahners Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

Writing with confident authority and providing good, current references, Borba offers "a step by step blueprint for enhancing your child's moral capacity" the ethical compass that charts a youngster's moral fate. She first defines seven intertwining "essential virtues of moral intelligence and solid character": empathy, conscience, self-control (these first three form a "moral core"), respect, kindness, tolerance, and fairness. Ensuing chapters suggest how to incubate, nurture, and master individual virtues using realistic, workable methods. The book recalls Becky A. Bailey's *Easy To Love, Difficult To Discipline* (LJ 2/15/00), which frames "loving guidance" in seven-part structures (seven values for living, seven powers of self control, etc.). It's also similar to Borba's own *Parents Do Make a Difference* (Jossey-Bass, 1999). All these books have noble goals yet require a high initial investment of energy and time; this is not a quick fix but a way of living. Of course, many of those who really need Borba's book won't read it; if more people mastered these traits, the world would be a different and better place. Recommended for larger public libraries. Douglas C. Lord, Connecticut State Lib., Hartford Copyright 2001 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

One of the more encouraging developments in the concern about the character and behavior of our young people has been the publication of books designed to bring the research of social scientists and educators to the public in a format and context that could be easily understood. Thomas Lickona accomplished this in 1981 with his outstanding book *Raising Good Children*, and William Damon also in 1988 with his *The Moral Child*. Michele Borba has continued that tradition calling on both the latest research findings as well as her extensive experience as an educator and visiting

consultant and her knowledge base as the mother of three sons. She has written a remarkably thorough and yet completely accessible book on the whole topic of building moral intelligence, focusing on seven essential virtues she has identified, that teaches children moral behavior. I wondered how she could possibly succeed at covering such an extensive topic. She does it by presenting interesting scientific data, by skillfully summarizing much of the complex and sophisticated research results in this field, and by innovatively interspersing the science with useful and entertaining experiences and anecdotes that illustrate each virtue and each desirable behavior or issue. The useful general and scientific references are found in her notes at the end. Dr. Borba never strays from her theme and purpose, and in doing so has written arguably the most comprehensive and useful book yet available on the important subject of how we as parents, family members, teachers, and members of the health professions can evaluate and help children to build their moral intelligence. I work with children in a mental hospital, and I only wish that their parents had read or will read this book. It would/will make a critical difference. If you could only afford one book on moral intelligence, this is definitely the one to pick!

This is what's missing in the kids that I'm teaching. Teach them all about character education but if they don't have moral intelligence, it's pointless.

this book has helped our whole family get back to the basic core values. It is our responsibility to teach our children these essential moral virtues and the book makes it easy. The author gives ideas to teach the virtues and ways to do them. This needs to be taught in kindergarten...it's as essential as the alphabet!

This is a book that is well organized and easy to read. I love the simple ideas and the explanations. All parents, educators, leaders of youth should explore and implement these basic concepts.

A must own book! . Congratulations Dr. Borba on another work of literary art in character education!

Very well written. Practical applications for implementation in your own family. I did not know how I was going to effectively teach our values to our children outside of trying to lead by example. This spelled it out for me. I have seen it work, my children are embracing these values and are developing characters any mother would be proud of. Even when they do wrong, they are usually aware of it and do apologize sincerely.

very helpful and inspiring. the best tool guide for a parent like me.

Great resource

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