

<<激情员工THE ENTHUSIAST>>

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内容概要

Employee enthusiasm can be an invaluable asset to a business, but 90% percent of employees become indifferent to their workplace over time, says this trio of management experts. How do they know? They ' ve surveyed over four million workers in 89 countries over the past 30 years to find out (although conclusions in the book are drawn from research conducted between 1993 and 2003). So, what are the lucky ten percent of companies doing right? They ' re meeting the three goals that the vast majority of employees desire at work: equity, achievement and camaraderie. And those goals go for all workers, whether they ' re baby boomers, Gen X, Gen Y, or Gen D (digital). While explaining just what those terms mean, the authors provide plenty of examples of management doing things right: Former Alcoa CEO Paul O ' Neill (later became the U.S. Secretary of the Treasury) met with hourly workers in the plant and gave them his home number so that they could call him if there were safety problems. Nordstrom ' s employee handbook has one rule: " Use your good judgment in all situations. " Now there ' s an organization that respects its workers. Numerous quotations from employees surveyed keep things brisk and absorbing. Bottom line: pure good sense on how to keep employees happy and productive

作者简介： David Sirota is founder and Chairman Emeritus of Sirota Consulting, a firm with a national reputation for improving performance by systematically measuring and managing employee, customer, and community relationships. He previously served as IBM director of behavioral science research and application. Sirota has taught management at Cornell, Yale, MIT, and Wharton, and was a study director at the University of Michigan's Institute of Social Research. His work has been featured in Fortune and The New York Times. He holds a doctorate in social psychology from the University of Michigan.

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