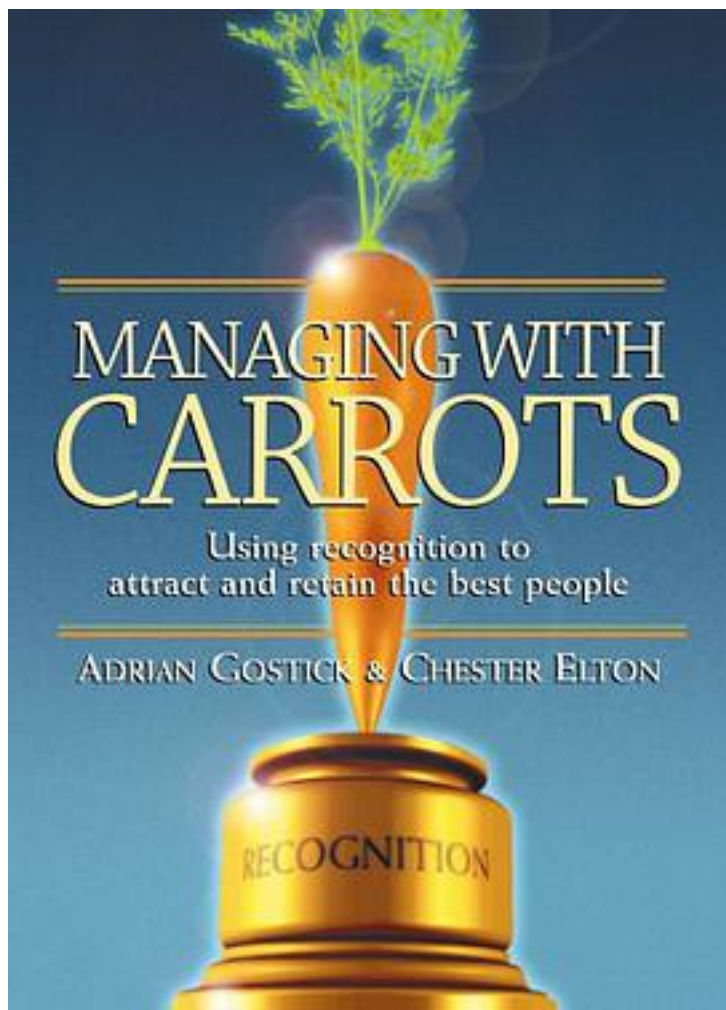


# MANAGING WITH CARROTS



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In this book, the authors outline the role of strategic recognition in the corporate world

and explain how today's worker can be motivated most effectively with carrots. In the first part of this analysis, "Carrot Seeds" – the corporate need for recognition. In the second section "Carrot Planting, Carrot Cultivation" – they explain how to set up an effective recognition plan. In the third part "Carrot Harvest" – the authors describe the benefits of implementing a carrot culture and clarify the human benefits of recognition. In part four, "Starting Your Own Carrot Crop", it guides the readers on the best way to begin developing a carrot culture.

作者介绍:

目录:

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标签

认同

管理

评论

其实不是胡萝卜，而是认同，人有被认同的需求。如果作者能够写得有逻辑一些就好了。

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书评

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