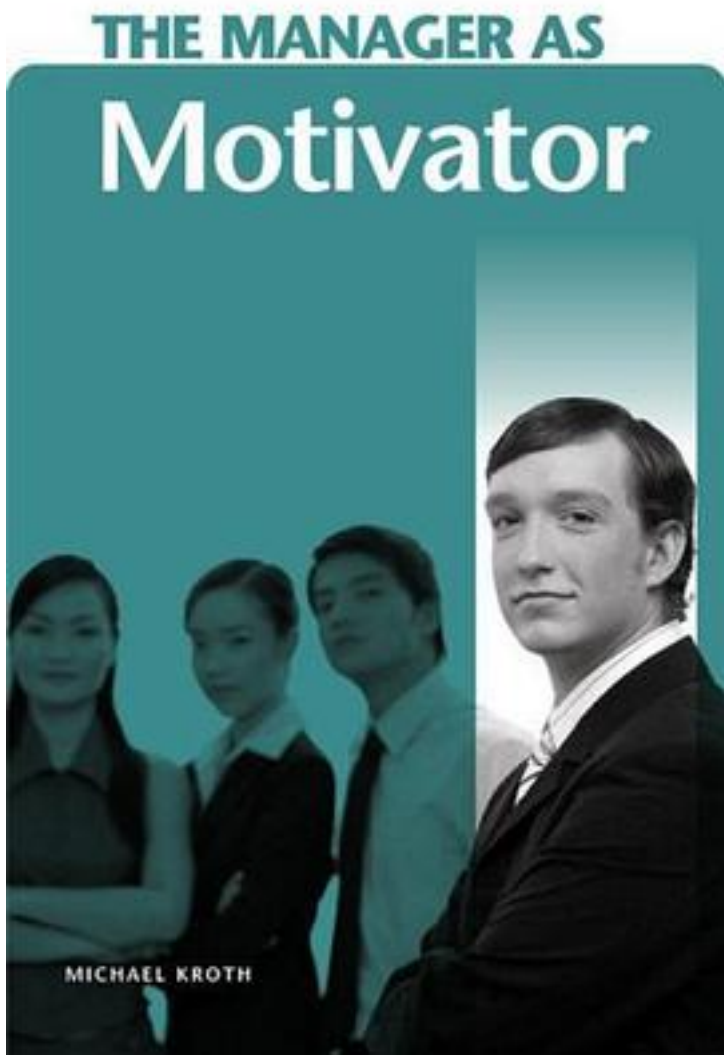


The Manager as Motivator



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The backbone of every organization, large or small, is its managers. They guide and direct employees' actions, decisions, resources, and energies. They serve as friends and leaders, motivators and disciplinarians, problem solvers and counselors, partners and directors. "The Manager As..." series provides a unique library of insights and information designed to help managers develop a portfolio of outstanding skills. Integrating insights from management and psychology, this book covers such issues as the development of a free-agent workforce, with talent following supply and demand; the emergence of employees as the only true sustainable advantage; and the opportunities and challenges that managers face in their role as motivators, especially when they themselves are wrestling with limited resources and competing demands. Featuring diagnostic exercises, checklists, and other interactive elements, the book addresses common myths and misconceptions about motivation and offers readers many practical tools for becoming more effective motivators - and measuring the positive results.

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