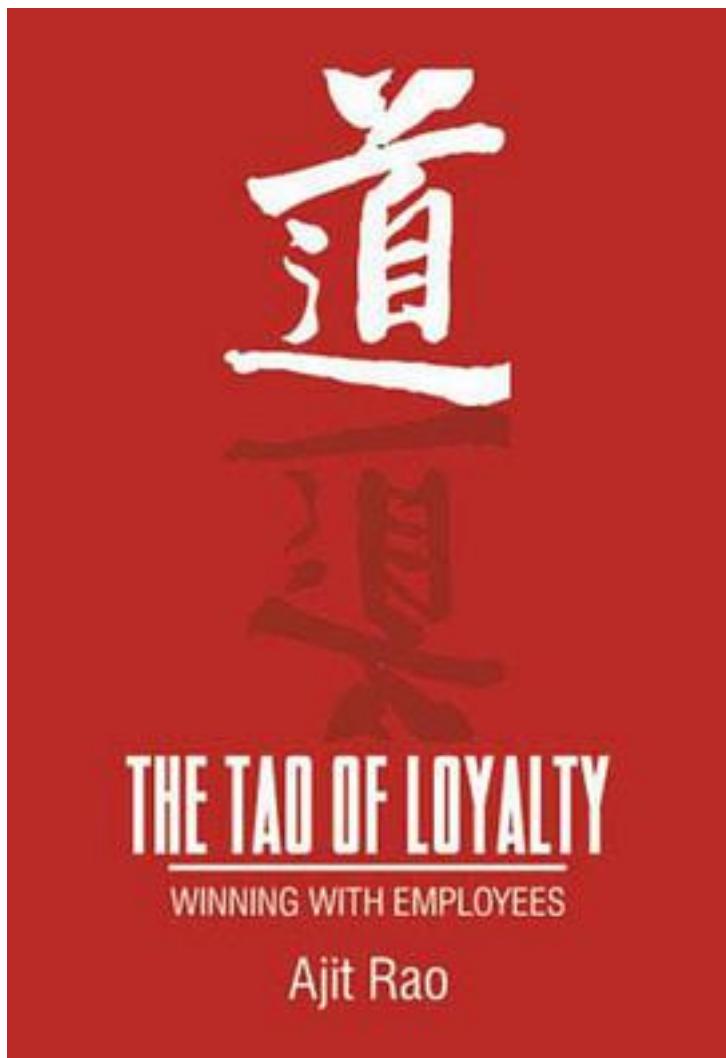


The Tao of Loyalty



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In today's business environment, people, rather than products, technology and processes, are increasingly becoming the crucial factor in differentiating profitable organizations from those that are not. It is therefore important to understand employee commitment and loyalty in organizations. This book begins by defining loyalty, the types of loyalty (emotional and behavioural) and how these can be measured and interpreted. The author discusses the potency of combining the two types of loyalty to segment employees into different categories which can then yield loyalty rankings. He goes on to discuss the elements that can be tweaked and managed and which impact on the loyalty scores of an employee. This book concludes with the processes involved in building accountability in order to ensure that everyone in the organization is aligned to, and expends energy in, building employee loyalty.

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