

Motivation



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The long-term fix for employee motivation and highly satisfied customers There are hundreds of tactics, described in dozens of motivation books, to produce a short-term boost in employee morale. But none of them last. If you want truly motivated employees for the long term— leading to higher customer satisfaction and loyalty— you must give employees a motive to want to do well on their own.This unique two-pronged approach provides techniques for introducing powerful movtivators to energize workers and outlines a process for eliminating the most common and pervasive de-motivators.

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