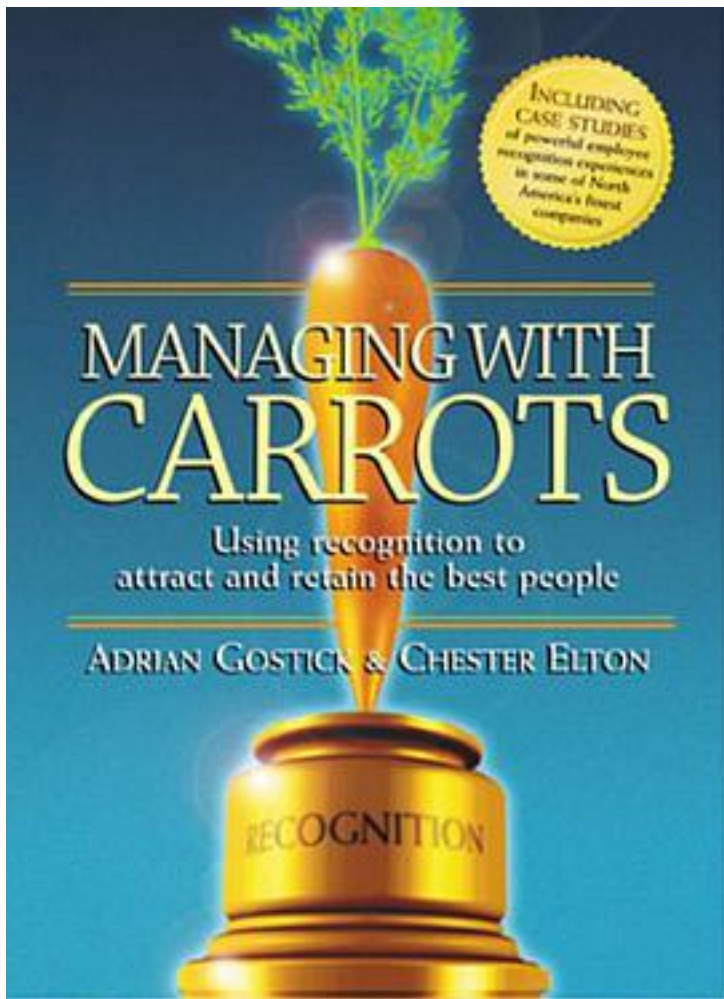


# Managing with Carrots



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There's a crisis in business today," say corporate recognition consultants Gostick and Elton. "The rhetoric we've been using for years—about people being 'our most

valuable asset’ —has actually come true. Without much warning, we woke up one day and realized that having the right talent in this competitive marketplace is the key to success . . . Go figure." But there is a way to retain your best employees and win their loyalty and commitment: It’s called Employee Recognition. Managing with Carrots illustrates how to implement a strategic employee recognition program and presents case studies of how North America’s finest companies create powerful recognition experiences.

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