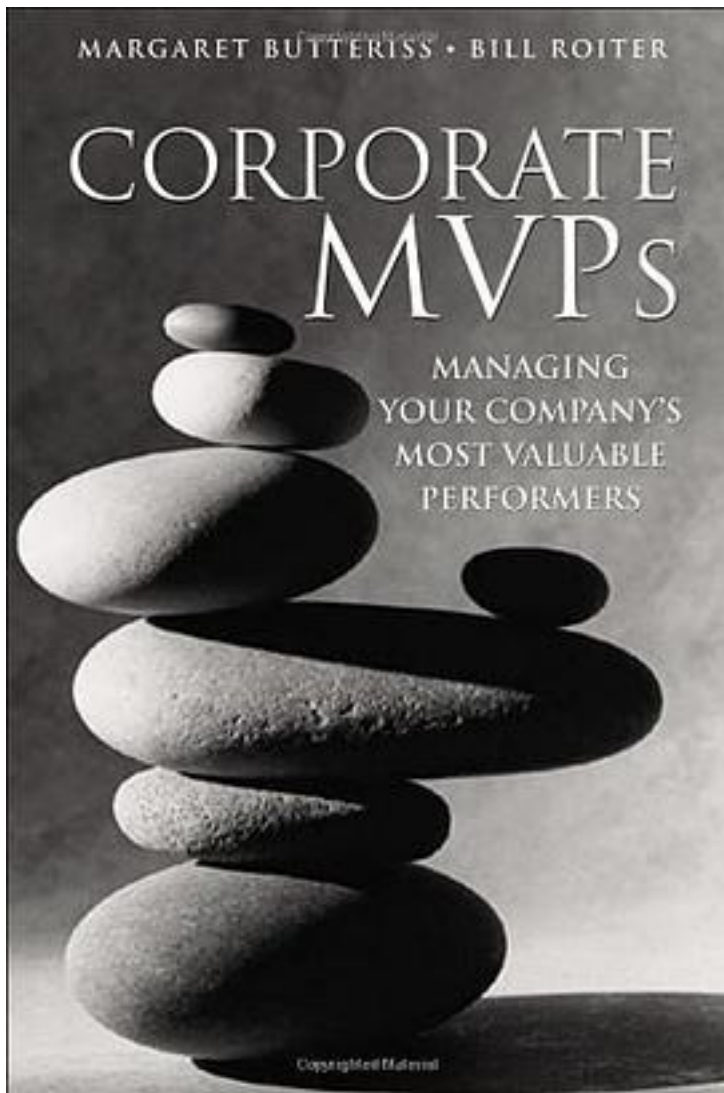


Corporate MVPs



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Corporate MVPs create extraordinary value for the organization by consistently exceeding expectations. MVPs produce tangible and dramatic business results; they improve the people they work with and the organization in which they work. In fact, the future of your business depends on this 5 to 10 percent of its very best people. But far too often, MVPs are lost because of management missteps, or even by no management at all.

Based on in-depth interviews with senior executives and business owners, HR professionals and executive recruitment firms, and with MVPs themselves, Corporate MVPs explores what makes these talented individuals tick, how to develop and cultivate them, what it takes for someone to become an MVP, and the important role of HR in managing this key talent.

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