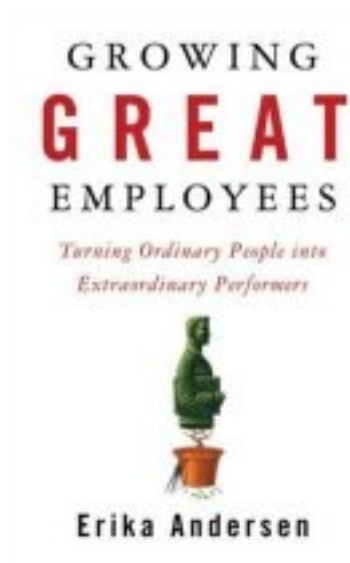


Growing Great Employees



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How to develop an all-star staff, even if you don't know the first thing about managing

“Your employees are, like you and me, flawed and hopeful human beings whose success is at least partly dependent on your skill as a manager, human beings who will thrive with skillful and consistent attention and wither without it.”

Erika Andersen has helped some of the best-managed companies in the world develop their employees. Now she explains how to stay ahead of the competition by investing in your people. You'll discover that:

- Listening is your most powerful asset . Use it to motivate and build commitment.

- Everything you know about interviewing is wrong . Discover what you really need in a potential employee.
- Successful companies hire for keeps . Get people feeling like part of the team from day one.

Whether you’ re a first-time manager or a senior executive, Andersen will help you create a dynamic workplace, where the efforts you make today will blossom into success for years to come.

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