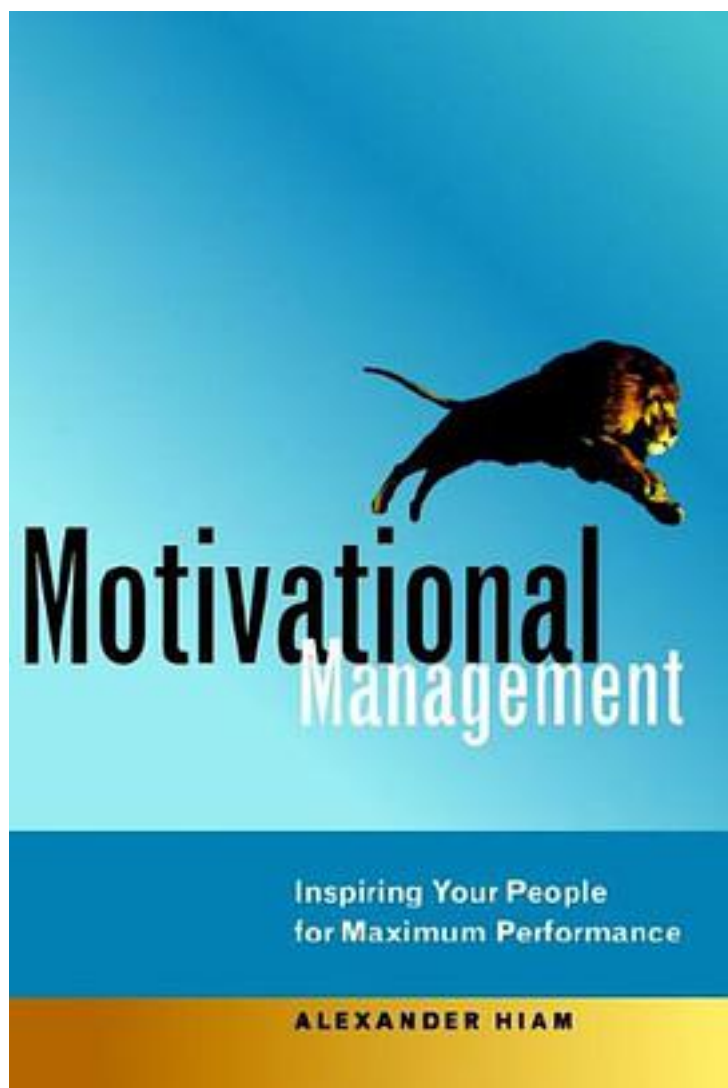


# Motivational Management



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"Most people want to do their jobs well. They don't need commands, threats, or ultimatums. What they can use more productively are direction, support, encouragement, and rewards. This book reveals how to increase commitment, competency, and productivity by stimulating each employee's intrinsic desire to excel. Author Alex Hiam's training methods and materials are used at hundreds of corporations, and he has personally trained managers from ATandT, Ford, and the United States armed forces. His field-proven approaches have been especially adapted for this essential guide, which includes strategies for: Motivational communications  
Eliminating contaminants that cause negative attitudes  
The use of challenge, purpose, and feedback to motivate, and much more Plus, the book features an Incentive Profile for establishing a rewards system, a Motivation Level Inventory for measuring and tracking motivation, and a wide array of activities, techniques, and examples from the author's own experiences."

作者介绍:

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