Zero-based budgeting, Theory Z, employee participation, quality circles-management fads come and go as fast as new car models or trendy clothes. But as leading organizational psychologist Aubrey C. Daniels explains in this eye-opening guide, the key to managing effectively has always remained the same: Create positive consequences for workers when they exhibit actions and behaviors you wish to increase, and undesirable consequences for the behaviors you wish to decrease. That's what Bringing Out the Best in People can help every manager do.

Revealing the scientifically proven staying power of positive reinforcement, Dr. Daniels shows executives at every level how to use his tested performance management system to: define reinforcers that work-and tailor them to meet individual employees needs; set fair performance measurement standards-and implement and maintain them with minimal cost and effort; provide constant feedback and reinforcement-so employees always know exactly how to improve performance... and when they've achieved it.

This is an essential text for anyone who manages people. Daniels is clearly 'for' creating a workplace that taps the innate desire to contribute and against one run by fear. I've seen nearly 35 years of organizational life, as employee, manager and consultant. That's a lot of fads, slogans and philosophies. This book is the real deal.

When people are managed using these clear, rigorous, objective principles, stress and interpersonal barriers decrease, work exceeds expectations. I also recommend Dr. Marshall Rosenberg's "Nonviolent Communication".

For More 5 Star Customer Reviews and Lowest Price: Bringing Out the Best in People by Aubrey Daniels - 5 Star Customer Reviews and Lowest Price!