



Treat People Right!: How Organizations and Employees Can Create a Win/Win Relationship to Achieve High Performance at All Levels

Edward E. Lawler III, Edward E. Lawler

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One of the nation's leading management experts shows what it really takes to make a great organization-put people first

How do organizations move beyond merely acknowledging that "human capital" is their greatest asset, and actually implement practices that create true benefits for both employees and the organizations? In this book, Edward Lawler shows how companies can "treat people right" by doing more than simply ensuring good working conditions and good pay. He shows how to build a special relationship between individuals and the organizations they work for-a relationship in which good performance at all levels of the organization pays off for both the company and the individual. The author details specific practices designed to keep employees satisfied but still motivated to continue improving their performance. These techniques include: developing a "brand" as an employer that attracts high achievers, selecting and developing the high achievers, crafting a leadership style that integrates and promotes these actions, and more. Lawler draws on examples from a wide range of companies such as Microsoft, Motorola, IBM, Ford, and others to show how these practices are already at work and successful in some of the world's most enduring organizations. Full of examples and a voice of true conviction, Treat People Right! is a must-have resource for anyone concerned about building and sustaining competitive advantage for the long term.

Edward E. Lawler (Beverly Hills, CA) was named one of the country's leading management experts by BusinessWeek magazine. He is the author of over thirty books, and his articles have appeared in Fortune, the Harvard Business Review, and other national publications. He is Director of the Center for Effective Organizations at the University of Southern California (USC) and Professor of Management and Organization in the USC Marshall School of Business.

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