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Impossible to Ignore: Creating Memorable Content to Influence Decisions: Creating Memorable Content to Influence Decisions (Business Books)

Aubrey C. Daniels

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2 of 2 people found the following review helpful. The science and formulas needed to create a winning organization and culture by bringing out the best in people
By Rich Slack
I love this book because it explains the WHY behind good management. I know what happens when I use positive, immediate consequences, and I see what happens if I use threats or positional authority. This book explains the science of why different consequences provide different results. It also explains the power of discretionary effort. There are so many books that explain techniques. This book goes far beyond those as it describes the principles underlying all techniques. Once you understand the principles it is easy to understand why some things work and others fail miserably. Very good book. The biggest trouble you will have is deciding where to start in the application of the science. There are so many processes that can be improved.
0 of 0 people found the following review helpful. An absolute must-read for those responsible for optimizing performance
By Artie
I read this book many years ago, early in my career, and found it an excellent, practical and useful guide to leadership and personnel management. The tips from this book served as the foundation for many successes based on the concepts provided. Now, years later in retirement, and also having authored several of my own leadership books, I often recommend this book to those I career coach and mentor. In fact, seeing that this book has been updated, I downloaded the digital version and re-read the whole book one more time. I also browsed through his book that I also purchased years ago, "Other People's Habits," and loved it one more time.
0 of 0 people found the following review helpful. Slow beginig, beautiful ending
By Mr. Jay Jay
When I went through the first few chapters of this book it seemed like it's going to be tough read. Too technical and without enough practical examples. However the second half of th book, last few chapters in particular were well worth the reading. I still wish there would be a bit more examples of positive reinforcecment through real life stories. That's why I give it 4/5.
I recomend it to anyone who want's to learn about good leadership practices that are proven by science and not just another fad.

Maximize employee performance with this updated edition of the classic bestseller *In Bringing Out the Best in People: How to Apply the Astonishing Power of Positive Reinforcement*, renowned thought leader and internationally recognized workplace expert Aubrey Daniels takes a look at today's rapidly changing work environment, providing a timely update to his seminal book on performance management. As one of the foremost speakers and writers in the human performance field, for nearly 40 years Daniels has worked with organizations to apply scientifically-based behavioral tools and principles to effectively address workplace issues—particularly as they relate to management, leadership, culture, innovation, safety, engagement, and collaboration. *Bringing Out the Best in People: How to Apply the Astonishing Power of Positive Reinforcement*, presents Daniels' proven strategies that have been successfully adopted by hundreds of organizations worldwide—ranging from start-ups to Fortune 100 companies—and delivers step-by-step instruction and positive practices to help you implement and sustain positive change. With a behavioral foundation and new chapters on employee engagement and the impact of the exponential increase in technology, this latest edition features all new examples, updated approaches to effective recognition and rewards systems, tips for stimulating and fostering innovation and creativity, and productive ways to embrace and empower the multi-generational workforce, including Millennials and future generations. This timely update tackles the changes in the contemporary work environment, while providing step-by-step instructions and proven practices that have been adopted by Daniels' global clients, from startups to Fortune 100 companies. Learn how to:

- Create effective recognition and rewards systems that are positively reinforcing to employees
- Stimulate innovation and creativity in exciting new ways
- Understand fluency as an efficient way to reduce training costs and increase training effectiveness for all employees
- Engage employees in ways that lead to improved performance and a stronger culture
- Motivate and empower the multi-generational workforce
- Understand and shape how technology is affecting employee behavior—for better and worse

From the Back Cover
"This is one of the top 5 business books of all time
THE foundational book for anyone who has to work (and live) with people" — Verne Harnish, author of *Scaling Up (Rockefeller Habits 2.0)*
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Gary M. Austin, CEO, OneCare, LLC
"This book has served thousands of our managers in their journey to understand why people do what they do. That crucial understanding has helped them to bring out the very best that their people can offer. Not providing managers with a tool as effective as *Bringing out the Best in People* would be like pushing someone out of an airplane without a parachute."
Richard S. Gold, Vice Chairman, MT Bank
About the Author
Aubrey C. Daniels, Ph.D. is the Founder and Chairman of Aubrey Daniels International, and Founder of the Aubrey Daniels Institute. He and his consultancy have applied their proven behavioral performance management approach in hundreds of organizations worldwide.