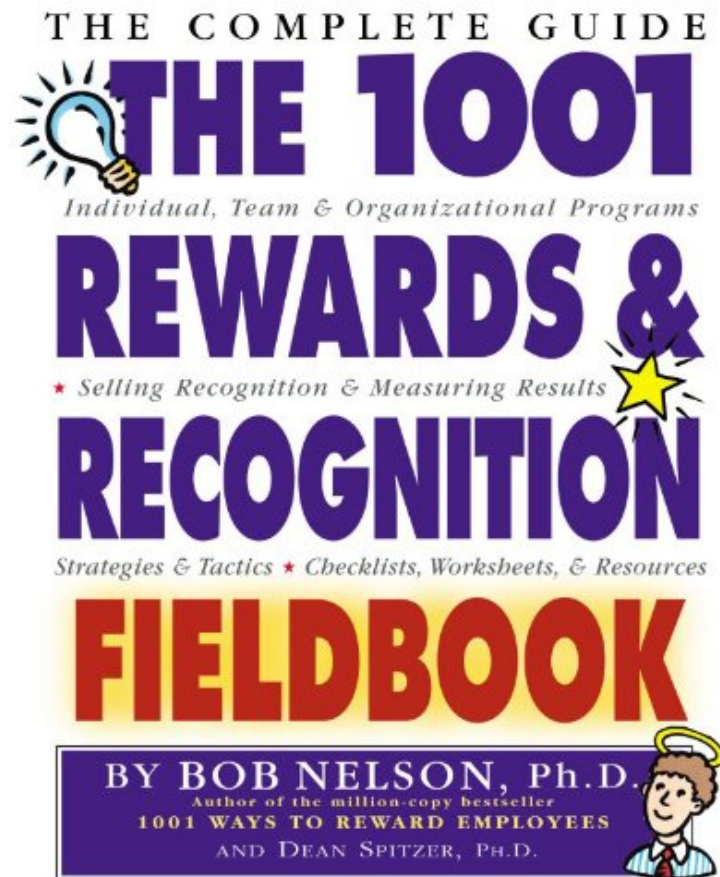


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## The 1001 Rewards Recognition Fieldbook: The Complete Guide

Bob Nelson, Dean Spitzer

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Author of the Business Week million-copy bestseller, 1001 Ways to Reward Employees, Bob Nelson is the motivational specialist who helps businesses stay competitive by teaching them how to inspire their employees to

excel. Now joined by Dr. Dean Spitzer, senior consultant and performance improvement expert for IBM, Nelson distills the knowledge, experience, and ideas gained from working with thousands of organizations into a hands-on, practical fieldbook. Beginning with the basics of motivation, including the decline of traditional incentives and the trend toward empowered employees, the book lays the groundwork for developing and managing a rewards or recognition program in any work situation: how to recognize an individual or a group; how to develop a low-cost recognition program; how to sell it to upper management, prevent and fix common problems, and assess its effectiveness. There are planning worksheets, templates for different purposes?improving morale, improving attendance, increasing retention?plus perforated reference cards for immediate guidance, and 101 new low-cost/no-cost recognition ideas. Running through the margins are Nelson's answers to the questions most frequently asked since the publication of *1001 Ways to Reward Employees*.

From the Back Cover Tap the Full Potential of Your Employees with this Hands-On Guide for Implementing Rewards and Recognition Millions of business readers have turned to Bob Nelson for motivational strategies that work. No wonder: again and again, both research and practice show that rewards and recognition are among the most effective ways to increase morale, performance, and employee retention in good times and bad. Now, having worked with thousands of organizations, Bob Nelson and coauthor Dean Spitzer provide the ultimate resource for creating and sustaining a recognition culture.