



Bringing Out the Best in People: How to Apply the Astonishing Power of Positive Reinforcement

Aubrey Daniels

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A powerfully positive system for gaining maximum performance from every employee. Bringing Out the Best in People, New & Updated Edition, provides the latest and best motivational methods currently in use at such major companies as Xerox, 3M, and Kodak. Applying scientifically based behavioral stimuli to the workplace while making it fun at the same time, renowned behavioral psychologist and nationally known expert and author on performance, Audrey Daniels, describes practical, precise, data-oriented methods to help you implement a management system that will maximize the long-term performance of every aspect of your company. All-new material shows you how to:

- *Create effective recognition and rewards systems in line with what today's employees want
- *Overcome problems associated with poorly educated workers
- *Motivate young employees from the minute they join the workforce

Here, you'll learn the secrets of:

- *Finding reinforcers that work - and tailoring them to meet individual employees' needs
- *Setting fair performance measurement standards - and implementing them with minimal cost and effort
- *Providing continual feedback - so employees always know exactly how to improve performance...and when they've achieved it.

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