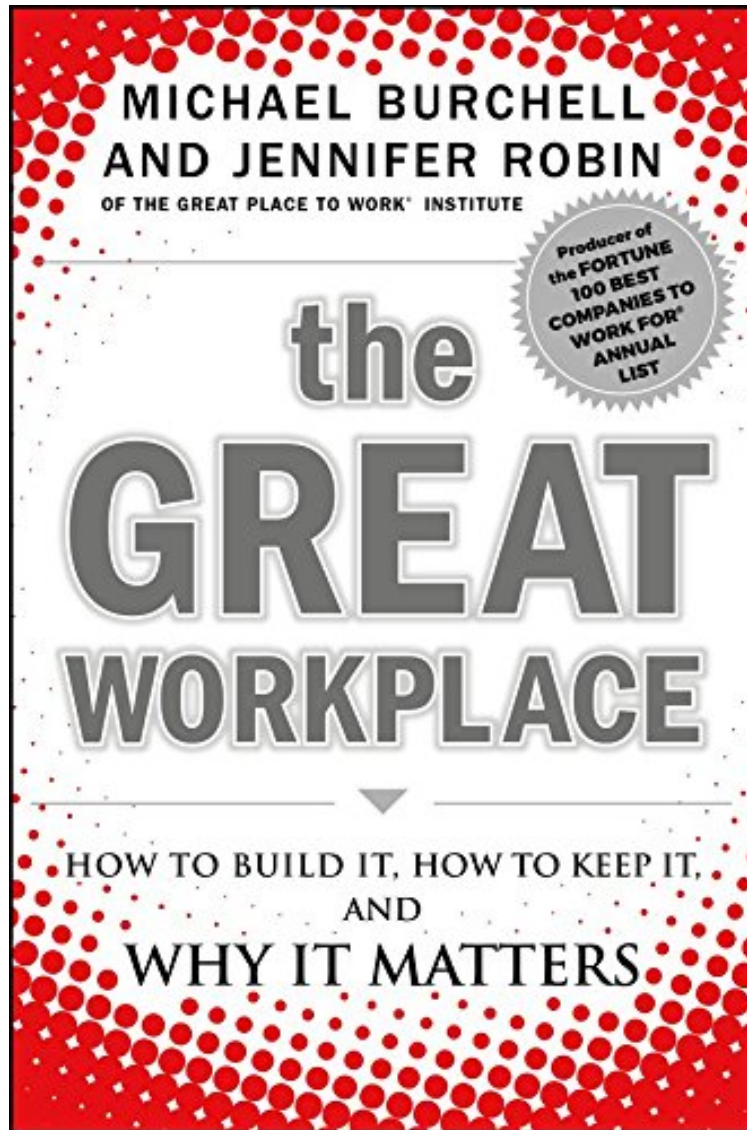


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map to follow in changing the atmosphere of a business in ways that most people could follow pretty easily. There is no shortage of books describing the attributes that make one business great, or why a specific firm performed a specific task so well, but what I tend to find lacking is a simplistic roadmap that the average businessowner could follow to implement the desired changes. Basically, theory versus practice. It's easy to say company A is great because of a degree of internal pride or credibility, but far more difficult to lay out how someone else running company B can get there, and that is what this book does very well. Not that the tasks would be easy and quick per se, but having a useful, actionable outline is an invaluable resource. Cudos to the authors. 7 of 7 people found the following review helpful. Great- for Great Places to Work By Stephen W. Kaiser There are many books out there on the issue of employee engagement and some are better than others- consider this one in the "better" category. Using their years of research through the 100 Best Places to Work contest each year, they have determined the formula that pervades the best companies for which to work. The use of many examples helps to illustrate their points. This is a good book for those working at making their work places great places to work. 3 of 3 people found the following review helpful. A "GREAT" Book! By Marco The term "must-read" is overused for business books, but it really applies here. It would prove invaluable to any manager/leader. Jennifer and Michael take the evidence-based, proven concepts of the Great Place to Work Institute and package them in a concise, readable format - with supporting examples/case studies. With the ingredients of a good product and good people, this book provides the "recipe" for a successful culture at any company!

Gold Medal Winner, Human Resources and Employee Training, 2012 Axiom Business Book Awards Trust, Pride and Camaraderie; transform your company into a "Great Place to Work" The Great Place to Work Institute develops the annual ranking of the Fortune 100 Best Companies to Work For. In this book, the authors explore the model of a Great Place to Work For-one which fosters employee trust, pride in what they do, and enjoyment in the people they work with. They answer the fundamental question, "What is the business value of creating a great workplace?" and brings the definition of a Great Place to work alive with anecdotes, best practices, and quotes from employees working at the best workplaces in the U.S. Reveals the essential ingredients in and the trends of the best places to work Explores Great Place to Work model developed in 1984 and validated through its enduring resonance in both the United States and in over 40 countries around the world Written by Michael Burchell and Jennifer Robin two Great Place to Work Institute Insiders If your organization is struggling with the challenges of leveraging human capital, discover why some companies have what it takes to be great.

a truly inspirational business book accessible, easy on the jargon and full of creativity packed full of great case studies. (Talent Engagement , March 2011). "Written in an informative, straightforward way puts engagement and the culture of camaraderie into context for large and small organizations. (HR Magazine, June 2011). From the Inside Flap What Separates a GREAT COMPANY from a Merely Good One? THE GREAT PLACE TO WORK reg; INSTITUTE produces the FORTUNE 100 Best Companies to Work For reg; Annual List, which, year after year, features some of the most respected companies in the world mdash; SAS, Starbucks, Cisco, Mattel, General Mills, American Express, and Four Seasons Hotel, to name a few. In this highly-anticipated book, Institute insiders Jennifer Robin and Michael Burchell explore the concept of a great workplace and answer the fundamental question, "What is the business value of creating a great workplace?" The Great Workplace shows that, more than offering great pay and quirky perks, a great workplace is one where employees trust the people they work for, take pride in what they do, and enjoy the people they work with. Drawing on decades of research, the authors explain how leaders and managers can create and reinforce the core values of trust, pride, and camaraderie with every communication, every decision, and every interaction. And they bring the definition of a great workplace alive with anecdotes, best practices, and quotes from employees working at some of the best workplaces, such as Google, Microsoft, Marriott International, FedEx, NetApp, Deloitte, and more. If your company is struggling with the challenges of leveraging human capital, discover why some organizations have what it takes to be great mdash; and what your company can learn from them. From the Back Cover Praise for The Great Workplace "The Great Workplace lays out ideas that can help turn any workplace into a great one. At Zappos.com, we take these ideas seriously. Our company culture is our #1 priority." mdash; TONY HSIEH, CEO, Zappos.com, Inc., and #1 New York Times bestselling author, Delivering Happiness "Informative and full of useful advice. The authors' recommendations may call for hard work, but for those who persevere and see them through, the outcome is well worth the effort." mdash; IAN T. CLARK, CEO, Genentech "Important and thoroughly convincing! The Great Workplace shows the way for organizations to get from Good to Great. If you've ever wanted to be on the FORTUNE 100 Best Companies to Work For reg; Annual List, or simply want to know why some companies excel and others don't, grab your highlighter and dig in." mdash; ADRIAN GOSTICK, New York Times bestselling author, The Carrot Principle and The Orange Revolution "The best places to work outperform their competitors in every country and in every industry. The Great Workplace shows how these companies do it and provides practical advice on how you too can make your company a great place to work. No more excuses not to turn this timely knowledge into action." mdash; JEFFREY PFEFFER, professor, Stanford Graduate School of Business, and

author, Power "Like a customized GPS, The Great Workplace will help your organization navigate its way toward being an exemplary workplace—and steer clear of the bumps, wrong turns, and dead ends along the way. Filled with data-based findings, practical examples, and innovative ideas, this book will prepare and motivate your team for the journey that is to come." —CHRIS VAN GORDER, president and CEO, Scripps Health "A wealth of new ideas for how to build and maintain a great workplace, even for those who have previously made the FORTUNE 100 Best Companies to Work For; Annual List." —BEN SALZMANN, president and CEO, ACUITY