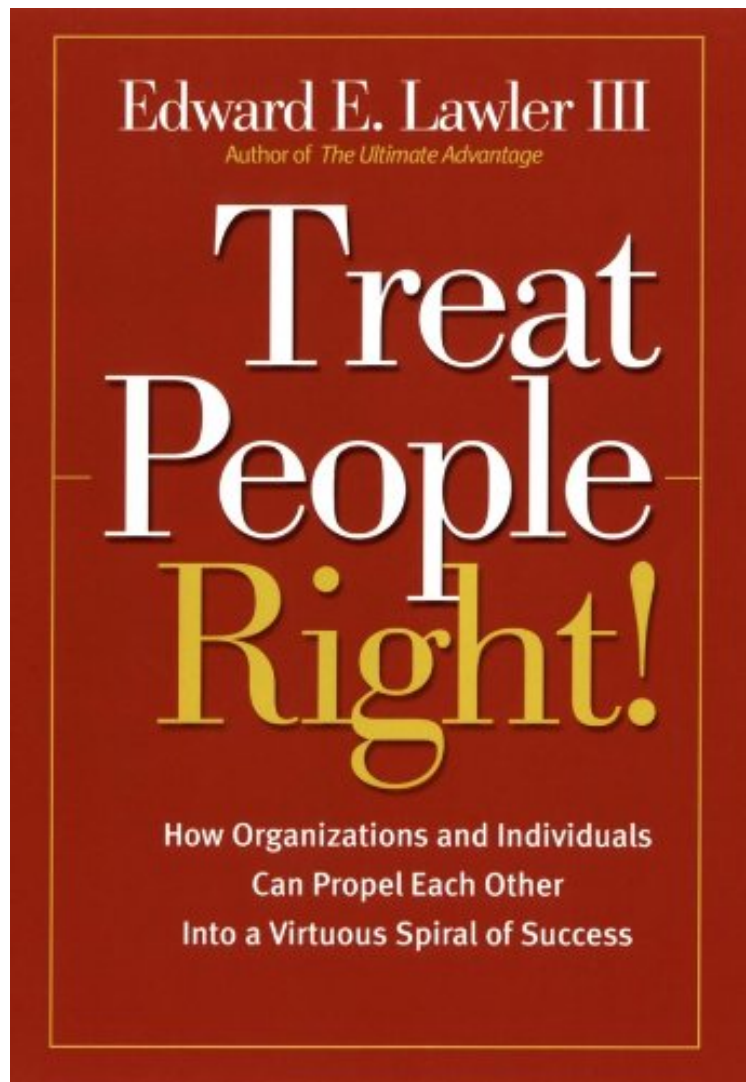


[DOWNLOAD] Treat People Right!: How Organizations and Individuals Can Propel Each Other into a Virtuous Spiral of Success

## Treat People Right!: How Organizations and Individuals Can Propel Each Other into a Virtuous Spiral of Success

*Edward E. Lawler*

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**Edward E. Lawler : Treat People Right!: How Organizations and Individuals Can Propel Each Other into a Virtuous Spiral of Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised Treat People Right!: How Organizations and Individuals Can Propel Each Other into a Virtuous Spiral of Success:

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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.

"Named a Best Business Book of 2003 in the Leadership category by *Strategy + Business*." ("*Strategy + Business Magazine*, article by Bruce Pasternak and James O'Toole). "Ed Lawler is simply the best thinker about people in organizations today. His new book turns treating people right from magical and nice-to-do cliché to a set of specific, research-based actions that leaders can take." — Dave Ulrich, professor, University of Michigan "Practical advice for everyone who manages anyone . . . from first-time supervisor to CEO." — Bob Eckert, chairman and chief executive officer, MATTEL, INC. "Treat People Right! Is essential reading for any senior executive who believes that great and committed people are the ultimate source of value creation for their business." — Dennis Liberson, executive vice-president, human resources, Capital One Financial Corporation "Treat people Right! puts forward the principles, practices, and responsibilities necessary to be successful in today's ever changing business world—whether you are a seasoned executive or a recently hired college graduate you must read it!" — Jim Madden, chairman, president, and CEO, Exult, Inc. "Lawler's concept of 'virtuous spirals' is right on. His Seven Principles for Treating People Right and Creating a Virtuous Spiral are straight forward and obvious, but hard work. He clearly defines roles for both the organization and the people." — Mel Haught, president and CEO, Pello Corporation "If you care about how to attract, motivate, and maximize the potential of outstanding people, read this book!" — Bruce Pasternak, senior vice president and founding partner, Organization and Strategic Leadership Center, Booz Allen Hamilton "In the midst of all of the hype and psychobabble that fill bookstore shelves, Ed Lawler has done a fabulous job of bringing solid rigorous thinking about people and organization into an accessible form." — David A. Nadler, chairman, Mercer Delta Consulting, LLC. From the Inside Flap: Treat people right. It sounds simple to do, and it is hard to argue against doing it. Ed Lawler argues it is also a fundamental key to creating effective organizations. But it is much easier said than done. The challenge-- and it is a significant one-- is to identify and implement organization designs and practices that are good for both individuals and organizations. In this book, Lawler-- one of the world's foremost business management experts-- shows how to "treat people right" in a way that actually produces positive long-term payoffs for organizations and the people who work in them. He calls this relationship a "virtuous spiral." As he explains, when organizations reward people for performance, they perform better, which propels the organization to higher levels of performance. The organization is then able to reward them better and attract and retain more talented people-- which in turn spirals the organization toward even better performance. The author details specific practices designed to satisfy employees while motivating them to continue improving their performance. These techniques include: developing a "brand" as an employer that attracts high achievers, selecting and developing high performers, crafting a leadership style that integrates and promotes performance, rewarding performance, and more. Lawler draws on examples from a wide range of companies including Microsoft, Motorola, IBM, Ford, and Hewlett-Packard to show how these practices work in some of the world's most successful organizations. Full of examples and best practices, *Treat People Right!* is a must-have resource for everyone who is concerned about building more effective organizations.