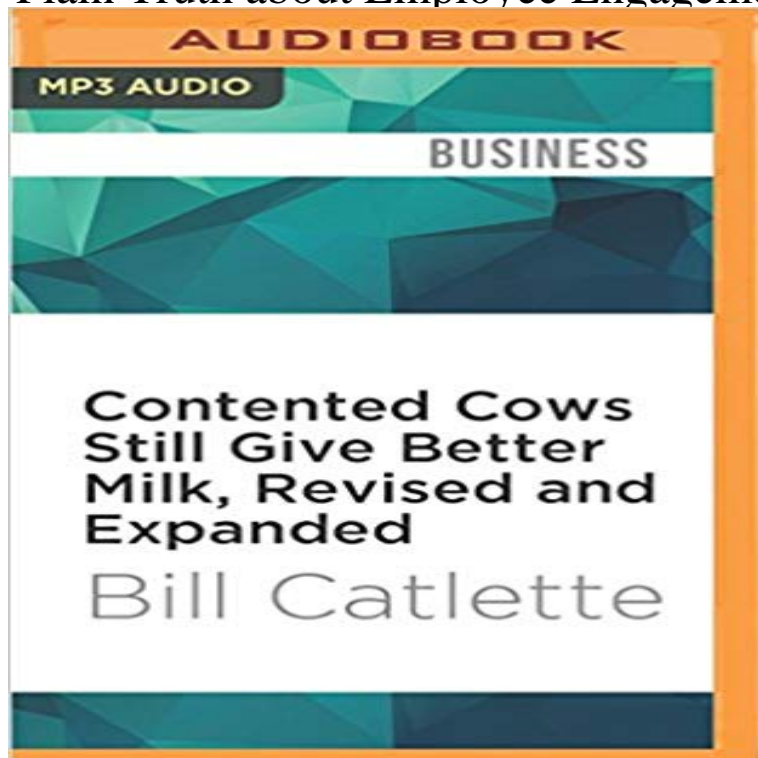


Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line



How to foster happier employees for a healthier bottom line Managers could learn a lot from a message echoed by generations of dairy farmers: Contented cows give better milk. This book is not, repeat, not a management tome. In this fully revised and expanded edition to a book which absolutely, positively makes the case that treating people right is one of the best things any business can do for its bottom line, Contented Cows Still Give Better Milk offers sound, practical advice for those who know that their reputation as an employer is as important as bandwidth. Offers updated case studies and new examples from on-site research in a number of real organizations, as well as inspiring examples of companies that know how to do it right...and few that didnt. Fad-free prescriptive advice informed by the authors combined four-plus decades of training and consulting with thousands of managers and employees, conducting employee engagement surveys, and translating the attendant learning to management audiences in a form they can appreciate and use. Coauthor Bill Catlettes Bottom Line Leadership Seminar has helped thousands of managers become more effective leaders. Direct from the horses?actually cows?mouth, this fully revised and expanded second edition will teach listeners that having a focused, engaged, and capably led workforce is one of the best things any organization can do for its bottom line.

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