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

Von Aubrey C. Daniels

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AUBREY C. DANIELS

Bringing Out the Best in PEOPLE

HOW TO APPLY THE
ASTONISHING POWER
OF POSITIVE
REINFORCEMENT

A New & Updated Edition of a Classic Bestseller!

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Von Aubrey C. Daniels : **Bringing Out the Best in People: How to Apply the Astonishing Power of Positive Reinforcement** before purchasing it in order to gage whether or not it would be worth my time, and all praised Bringing Out the Best in People: How to Apply the Astonishing Power of Positive Reinforcement:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Apply PM with appropriate measurement and doubled output.Von Charlie Kopicz (ckopicz@enter.net)This book describes a process that if implemented properly can have a dramatic impact on you organization.The book is easy to read and understand. There is an over emphasis on B.F. Skinner, consequences and positive reinforcement that is necessary to help manager develop new skills. The new skill is catching people doing the right things and telling them about it. By unleashing this process in an engineering drafting department the throughput more than doubled, projects are delivered complete the first time 98% of the time, and target dates are met or delivered early.The process works. Some people do this naturally, but many of us are so focused on results we forget that people attain those results for us. Some day every manager will manage this way.0 von 0 Kunden fanden die folgende Rezension hilfreich. Easy read, gave positive pointers for motivating people.Von Ein KundeDaniels writes in an easy-to-read style (I read the book on an airplane) and clearly conveys his main premise: people perform better with positive reinforcement than with negative punishment. I found his examples easy to relate to. Some were drawn from every-day life (e.g., motivators for wearing seatbelts). Many were drawn from a work context, which were more helpful to me. After I read it, I loaned it to my manager at work. Daniels explains his subject well, draws from abundant experience from his consulting work, and explains every-day people psychology in non-technical terms. He also discussed motivators (good) versus manipulation (bad). I appreciated the small size of the book and its light weight, which made it easy to carry on a business trip.0 von 0 Kunden fanden die folgende Rezension hilfreich. Breakthrough in business literatureVon rietdijk@nijenrode.nlBusiness is characterized by a lot of common sense solutions. But in fact, the many books that are released articulate only the particular view and experiences of the author. A scientific based book about how to understand and change behavior in organizations was lacking. Aubrey Daniels has made the remarkable accomplishment of writing a book that is both strongly based in the science of behavior analysis, as easy to read and to use. This is one of the best books that has been written about business, also because it demonstrates that business is behavior.Drs. M.M. Rietdijk, Nyenrode University, The Netherlands

KurzbeschreibungThe classic bestseller on performance management is updated to reflect changes in today's working environment. When an employer needs to know how to gain maximum performance from employees, renowned behavioral psychologist--Aubrey Daniels is the man to consult. What has made Daniels the man with the answers? His ability to apply scientifically based behavioral stimuli to the workplace while making it fun at the same time. Now Daniels updates his ground-breaking book with the latest and best motivational methods, perfected at such companies as Xerox, 3M, and Kodak. All-new material shows how to: create effective recognition and rewards systems in line with today's employees want; Stimulate innovations and creativity in new and exciting ways; overcome problems associated with poorly educated workers; motivate young employees from the minute they join the workforce.KurzbeschreibungThe classic bestseller on performance management is updated to reflect changes in today's working environment. When an employer needs to know how to gain maximum performance from employees, renowned behavioral psychologist--Aubrey Daniels is the man to consult. What has made Daniels the man with the answers? His ability to apply scientifically based behavioral stimuli to the workplace while making it fun at the same time. Now Daniels updates his ground-breaking book with the latest and best motivational methods, perfected at such companies as Xerox, 3M, and Kodak. All-new material shows how to: create effective recognition and rewards systems in line with today's employees want; Stimulate innovations and creativity in new and exciting ways; overcome problems associated with poorly educated workers; motivate young employees from the minute they join the workforce.Synopsis Organizational psychologist Aubrey C. Daniels explains in this guide, the key to managing effectively has always remained the same: "Create positive consequences for workers when they exhibit actions and behaviours you wish to increase, and undesirable consequences for the behaviours you wish to decrease." That's what "Bringing Out the Best in People" can help every manager to do. Revealing the scientifically proven staying power of positive reinforcement, Dr. Daniels shows executives at every level how to use his tested performance management system to: define reinforcers that work and tailor them to meet individual employees' needs; set fair performance measurement standards and implement and maintain them with minimal cost and effort; provide constant feedback and reinforcement - so employees always know exactly how to improve performance and when they've achieved it Simply by discovering what reinforces each person, Dr. Daniels makes clear that any organization can attain the kind of individual performance that adds up to great organizational performance.And he demonstrates how to build effective reinforcers into compensation and incentive packages, work rules, performance appraisals, and other in-place business mechanisms. Backed by performance management case studies at 3M, Xerox, Conagra, and other major firms, "Bringing Out the Best in People" gives managers more than the tools to permanently revitalize productivity. It shows them how to transform their employees' work into something they're ready, willing and eager to do.