

<<How Today ' s Leadidn>>

图书基本信息

书名 : <<How Today ' s Leadidng Companies Have Transformed Their Workforces当前世界大公司如何转型员工队伍>>

13位ISBN编号 : 9780684856254

10位ISBN编号 : 0684856255

出版时间 : 1999-6

出版时间 : Scribner

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页数 : 242

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内容概要

Joyce believes that global competition, rapid advances in technology, and new workplace values are necessitating profound changes in the way organizations manage their workforces. He argues that successful managers recognize that people today are demanding job satisfaction, which is a vastly different situation from 20 years ago, when surveys found that 95 percent of workers didn't expect to be satisfied with their work. "We must be competitive, but we must do it in a way that recognizes the desire--perhaps the demand--for meaningful and valuable work, the recognition of family and personal satisfaction." Joyce calls for igniting change in four ways: empowering the workforce, improving policies, creating organizations that engage people, and sharpening strategy. MegaChange is for managers searching for innovative ways to save their organizations from stifling bureaucracies and engage their employees in a culture that is both productive and significant. --Dan Ring .

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