



# The 1001 Rewards & Recognition Fieldbook: The Complete Guide

*Bob Nelson, Dean Spitzer*

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**The 1001 Rewards & Recognition Fieldbook: The Complete Guide** Bob Nelson, Dean Spitzer  
Author of the Business Week million-copy bestseller, *1001 Ways to Reward Employees*, Bob Nelson is the motivational specialist who helps businesses stay competitive by teaching them how to inspire their employees to excel. Now joined by Dr. Dean Spitzer, senior consultant and performance improvement expert for IBM, Nelson distills the knowledge, experience, and ideas gained from working with thousands of organizations into a hands-on, practical fieldbook.

Beginning with the basics of motivation, including the decline of traditional incentives and the trend toward empowered employees, the book lays the groundwork for developing and managing a rewards or recognition program in any work situation: how to recognize an individual or a group; how to develop a low-cost recognition program; how to sell it to upper management, prevent and fix common problems, and assess its effectiveness. There are planning worksheets, templates for different purposes?improving morale, improving attendance, increasing retention?plus perforated reference cards for immediate guidance, and 101 new low-cost/no-cost recognition ideas. Running through the margins are Nelson's answers to the questions most frequently asked since the publication of *1001 Ways to Reward Employees*.

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