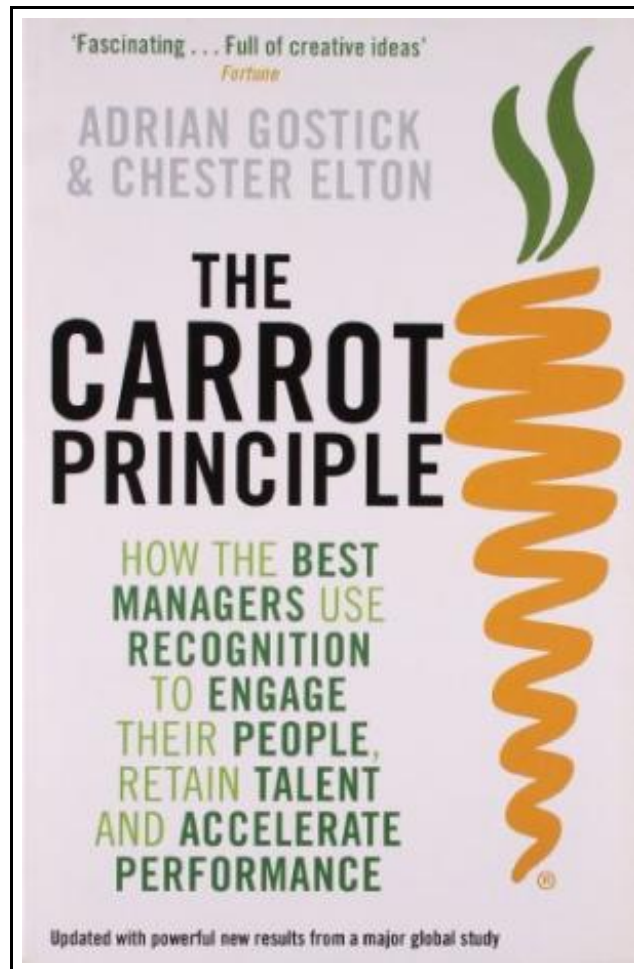# The Carrot Principle: How the Best Managers Use Recognition to Engage Their People, Retain Talent, and Accelerate Performance

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Reviews

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THE CARROT PRINCIPLE: HOW THE BEST MANAGERS USE RECOGNITION TO ENGAGE THEIR PEOPLE, RETAIN TALENT, AND ACCELERATE PERFORMANCE

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Simon & Schuster Ltd. Paperback. Book Condition: new. BRAND NEW, The Carrot Principle: How the Best Managers Use Recognition to Engage Their People, Retain Talent, and Accelerate Performance, Adrian Robert Gostick, Chester Elton, Newly updated to include information for the UK, The Carrot Principle illustrates how ordinary organizations have made themselves extraordinary through the use of strategic employee recognition. The authors show how great organizations and great managers succeed through living the Carrot Principle. Featuring case studies of effective recognition in some of the world's most successful organizations, such as DHL, Avis, Pepsi, etc and demonstrating how recognition has led to improved employee commitment and bottom line results in these companies, the book also shows how a Carrot Culture is not created by the CEO, senior leadership team or HR department, but manager by manager. The book provides examples of leaders - from around the globe - who lead through the Carrot Principle: providing plentiful how-to's for managers wishing to get started or hoping to enhance their recognition abilities. Overall, there has never been a book in the recognition or motivation space that has had this type of quantitative or case study support.

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