

## Bringing out the best in people : how to apply the astonishing power of positive reinforcement

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Abstrak

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<b>ABSTRACT</b><br>

For a management system with genuine staying power that can produce dramatic and measurable results over both the short- and the long-term, *Bringing Out the Best in People* describes the most important management strategy you will ever implement in your company - Applied Behavior Analysis."--BOOK JACKET. "By identifying what reinforces the people in your company and skillfully managing those reinforcers, you can attain the kind of individual performance that adds up to great organizational performance. Dr. Daniels's systematic, data-focused approach is applicable to all people and all organizations.

Includes ideas for motivational methods, how to stimulate creativity, and reward systems