



Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line

Bill Catlette

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How to foster happier employees for a healthier bottom line

Managers could learn a lot from a message echoed by generations of dairy farmers: "Contented cows give better milk." This book is not, repeat, not a management tome. In this fully revised and expanded edition to a book which absolutely, positively makes the case that treating people right is one of the best things any business can do for its bottom line, *Contented Cows Still Give Better Milk* offers sound, practical advice for those who know that their reputation as an employer is as important as bandwidth.

- Offers updated case studies and new examples from on-site research in a number of real organizations, as well as inspiring examples of companies that know how to do it right...and few that didn't.
- Fad-free prescriptive advice informed by the authors' combined four-plus decades of training and consulting with thousands of managers and employees, conducting employee engagement surveys, and translating the attendant learning to management audiences in a form they can appreciate and use.
- Coauthor Bill Catlette's Bottom Line Leadership Seminar has helped thousands of managers become more effective leaders.

Direct from the horse's - actually cow's - mouth, this fully revised and expanded second edition will teach listeners that having a focused, engaged, and capably led workforce is one of the best things any organization can do for its bottom line.

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