

orell füssli Verlag

Dietzingerstrasse 3
CH-8036 Zürich
Switzerland

Rights Contact: Kira Capraro

Phone: +41-44-466-74-24

Fax: +41-44-466-74-12

Email: kira.capraro@ofv.ch

Homepage: www.ofv.ch/rights



Author: Ralf R. Strupat

Title: DER EIERTANZ

English Title Translation: **MOTIVATION FOR YOUR EMPLOYEES**

About Title: In the current economic situation competition is ever increasing, but are your employees up to the challenge? Ralf Strupat describes how motivating employees is the key to increasing productivity and that it helps employees walk the extra mile for exceptional customer satisfaction results. Strupat explains his concept of employee motivation as rooted in company culture, it cannot be turned on with a switch. The author shows with practical examples in an entertaining style, how managers can motivate employees to do their best, especially in these difficult times.