

The Great Workplace: How to Build It, How to Keep It, and Why It Matters



Trust, pride, and camaraderie - transform your company into a great place to work... The Great Place to Work Institute develops the annual ranking of the Fortune 100 Best Companies to Work For. In this book, the authors explore the model of a Great Place to Work For - one which fosters employee trust, pride in what they do, and enjoyment in the people they work with. They answer the fundamental question, What is the business value of creating a great workplace? and bring the definition of a great place to work alive with anecdotes, best practices, and quotes from employees working at the best workplaces in the U.S. Reveals the essential ingredients in and the trends of the best places to workExplores the Great Place to Work model, developed in 1984 and validated through its enduring resonance in both the United States and in over 40 countries around the worldWritten by Michael Burchell and Jennifer Robin, two Great Place to Work Institute Insiders If your organization is struggling with the challenges of leveraging human capital, discover why some companies have what it takes to be great.

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