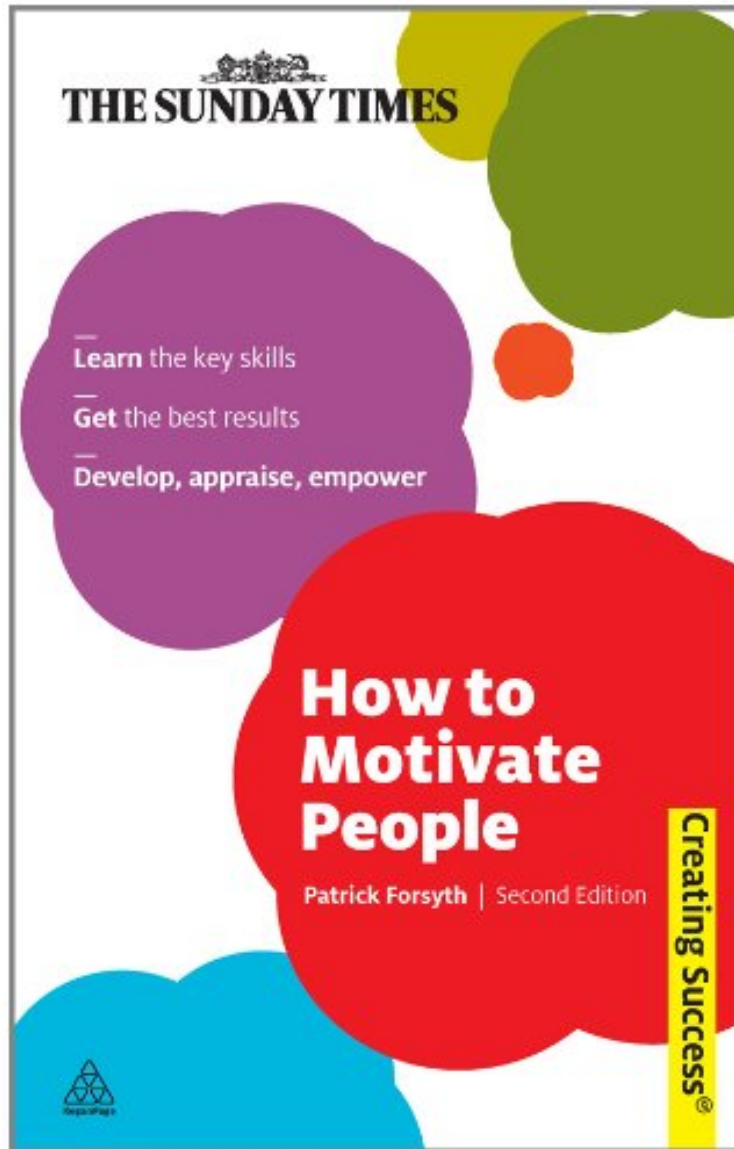


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How to Motivate People (Creating Success)

Patrick Forsyth

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help them to avoid making some mistakes. The book is written in British English which at times is hard to understand because British idioms are often different than what Americans would say. Other than that, the book is very interesting and easy to read. **Book Review Policy** My policy on book reviews is to give you my honest opinion of the book. From time to time publishers will give me a copy of their book for free for the purpose of me reading the book and writing a review. The publishers understand when they give me the book that I am under no obligation to write a positive review. If you will look at all my reviews, you will see that there have been occasions when I have written a negative review after having been given a book. I often provide links to books on .com where you can purchase books and help support the continued operation of this blog. However, I strongly encourage you to check out your local library. Many libraries now offer electronic borrowing for free. I am disclosing this in accordance with the Federal Trade Commission's 16 CFR, Part 255I obtained this book through the Wharton County Library. whartonco.lib.tx.us

Staff are ever more demanding of their employers. They want to be consulted, appreciated and, more importantly, they want to enjoy their work. When staff are content they perform well, when they are motivated they perform even better. Managers are under increasing pressure to get results and their competence is judged on the combined performance of their whole team. *How to Motivate People* shows you how to inspire individuals or teams to develop. It clarifies the underlying principles for motivating staff to get results and maximise performance and sets out clear guidelines on how to reduce negativity; boost positive feelings; foster enthusiasm and involvement and focus effort on key issues.

"Patrick Forsyth has an easy knack of writing books in such a way that even hardy, well worn practitioners will find refreshing." - *Sales Marketing Management* "Patrick has a lucid and elegant style of writing, which allows him to present information in a way that is organised, focused and easy to apply." - *Professional Marketing*"About the Author Patrick Forsyth runs Touchstone Training Consultancy and specializes in marketing, sales and communications skills. Writing is a significant part of his own work portfolio. He is the author of more than fifty successful business books, including *Successful Time Management* and *How to Write Reports and Proposals* (allnbsp;Kogan Page). He also writes regularly for a number of business journals, and for *Writing Magazine*.