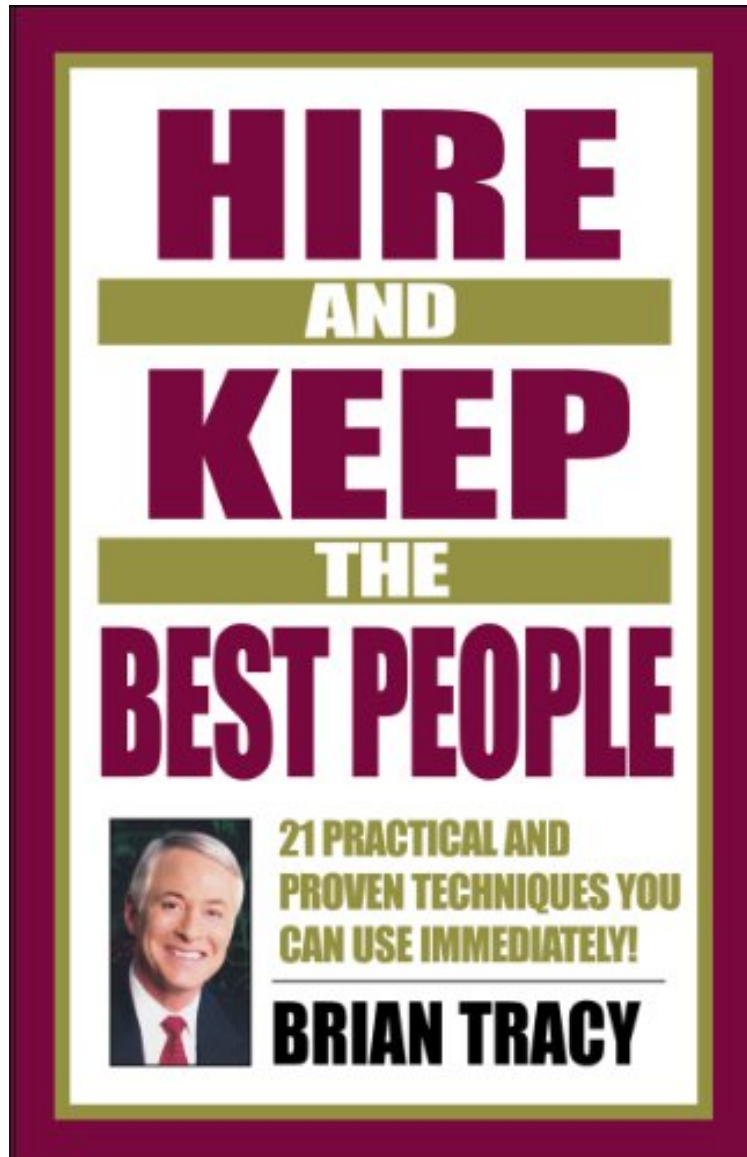


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speakers and author of the bestselling books Maximum Achievement and The 100 Absolutely Unbreakable Laws of Business SuccessOffers 21 proven strategies that will give you a competitive edge in selecting and keeping excellent peopleConcise, handy, quick to read and easy to applyFrom corner cubicle to corporate suite, managers today say their biggest concern is the competition for talent. The critical constraint on the growth and success of any business is the ability to attract and keep excellent people. Unfortunately, very few managers have been thoroughly trained in the process of personnel selection. And they hardly have time to sign up for a course: they are confronted with an immediate need for personnel know-how.In his latest book, Brian Tracy draws on over 20 years of training managers in the art of employee selection to pinpoint the 21 most important, proven principles of employee recruitment and retention. In a single, brief, easy-to-read volume, Tracy summarizes the essential information every manager must know to attract the most capable, committed employees and to make sure they continue to be active contributors to the company for years to come.For each of these 21 techniques, Tracy discusses the underlying principle and offers an Action Exercise that enables readers to apply the technique immediately and see the results for themselves. Filled with proven, practical knowledge, Hire and Keep the Best People distills years of hard-won wisdom into a quick and easy set of techniques, offering managers effective steps they can take today to find, select, hire, orient, train, and retain the best people for their business.

About the AuthorOne of the world's most widely known business speakers, Brian Tracy addresses an average of 250,000 people annually, in corporations large and small, all over the world, on the subjects of strategy, management, personnel selection, hiring, firing, and motivating people. He is author of 16 books, including Maximum Achievement: Strategies and Skills That Will Unlock Your Hidden Powers To Succeed, Eat That Frog: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time, and The 100 Absolutely Unbreakable Laws of Business Success, and has produced more than 300 audio and video programs.From AudioFileIn an intelligent one-hour audio, one of our most experienced management trainers offers the thinking and strategies you'll need to staff any organization well. The program is logical, straightforward, and comprehensive when it comes to finding and retaining the top people. Brian Tracy is an expert at sorting out the essential from the peripheral and spelling out, often with acronyms, the steps you can use to effectively evaluate candidates. Beyond these ideas are many fabulous tips on how to keep people productive and emotionally committed in organizations. This priceless guidance is delivered with Tracy's trademark positive urgency. T.W. copy; AudioFile 2003, Portland, Maine-- Copyright copy; AudioFile, Portland, Maine