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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Strategic Employee Surveys: Evidence-based Guidelines for Driving Organizational Success; Contents; Figures and Tables; Preface; Acknowledgments; The Author; Part One: Survey Design; Chapter 1: Introduction; Chapter 2: Employee Surveys as Warning Indicators; Chapter 3: Employee Surveys as Program Evaluation Measures; Chapter 4: Employee Surveys to Measure Employer of Choice; Chapter 5: Employee Surveys as Leading Indicators; Chapter 6: Merging Employer-of-Choice and Leading-Indicator Survey Purposes; Part Two: Survey Follow-up; Chapter 7: An Overview of Survey Feedback and Action Planning Chapter 8: Setting Goals for Improvements in Survey Results Chapter 9: Sustaining Change; Chapter 10: Final Thoughts; References; Index
Sommario/riassunto	In part one of the book, readers receive specific examples of how to measure safety, ethics, union vulnerability, work life balance, diversity, the drivers of employee retention and employee engagement, as well as examples of survey content needed to best predict business success. With each type of survey content, also provided will be the most recent

normative results, helpful for placing results from any organization into the proper interpretative context. A reader of this book could literally design their own survey, and have confidence the survey would effectively measure their strategic p
