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Altri autori (Persone)	RobinJennifer <1974->
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Nota di contenuto	The Great Workplace: How to build it, how to keep it, and why it matters; Contents; Foreword by Robert Levering; Preface; 1 Introduction: The value of creating great workplaces; SAS: Taking Care of Their Greatest Asset; 2 Credibility: "I believe in my leaders."; PricewaterhouseCoopers LLP: Inspiring Excellence; Google: Finding the Googlers in a Very Large Haystack; 3 Respect: "I am a valued member of this organization."; General Mills: Developing Great Managers; SC Johnson: A Family Company; 4 Fairness: "Everyone plays by the same rules."; Scripps Health: All for One and One for All CH2M HILL: Ownership as a Way of Life5 Pride: "I contribute to something really meaningful."; Wegmans Food Markets: Proud of Their Contributions to Communities; W. L. Gore & Associates: An Innovative Culture and a Culture for Innovation; 6 Camaraderie: "The people here are great!"; Camden Property Trust: Building a Fun Community for Employees and Residents; Microsoft: Geniuses Welcome; 7 Global

perspectives: Great workplaces around the world; 8 Taking action: Creating your great workplace; References and Resources; Acknowledgments; About the Authors; Index

Sommario/riassunto

"For 20 years, the Great Place to Work® Institute has been developing the annual ranking of the best companies to work for in the US and in 39 countries around the world. In the US, the ranking is published by FORTUNE and is best known as the FORTUNE 100 Best Companies to Work For. In 2010, the list included among its finalists: SAS, Google, REI, Scripps Health, Hoar Construction, DreamWorks Animation, Zappos.com, Salesforce.com, Cisco, Marriott International, American Express, Mayo Clinic, Microsoft. Drawing on the Institute's wide and deep body of knowledge acquired in the process of producing this ranking, Institute senior consultant Michael Burchell and research fellow Jennifer Robin reveal that what separates the great from the good companies to work for is the leader's ability to create Trust, Pride and Camaraderie in their companies. THE GREAT WORKPLACE explains the concept of a Great Place to Work--defined as one in which employees trust the people they work for, have pride in what they do, and enjoy the people they work with--and demystifies the Institute's Great Place to Work model, developed in 1984 and validated through its enduring resonance in both the United States and in 40 countries around the world. It also answers the fundamental question, "What is the business value of creating a great workplace?" and brings the definition of a Great Place to Work alive with anecdotes, best practices, and quotes from employees working at the best workplaces in the US (and ranked in the list). Companies featured in the book include: General Mills, Google, Gore, Microsoft, PricewaterhouseCoopers, SAS, Scripps Health, Wegman's and S.C. Johnson. As organizations grapple with the complexity and challenges of leveraging human capital in today's hyper-competitive work world--and as the Institute increases its presence across the world--THE GREAT WORKPLACE will be the "must read" source for understanding the essential ingredients in and trends of great places to work"--
