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Nota di contenuto	TITLE PAGE; COPYRIGHT PAGE; CONTENTS; FOREWORD; FOREWORD; INTRODUCTION; CHAPTER 1: WHAT IS ENGAGEMENT - AND WHY DOES IT MATTER?; Introduction; The rising importance of employee engagement; How engaged are employees?; Defining terms; What does engagement look like?; What does disengagement look like?; A win-win relationship?; What do employees want?; The business case - what's the evidence?; Conclusion - an engagement deficit?; CHAPTER 2: WHY IS ENGAGEMENT SO ELUSIVE?; The changing engagement landscape; Diverging interests; The commoditization of work; Mutuality?; The growing engagement gap

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 Handling redundancies  
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## Sommario/riassunto

A non-biased, grounded, and practical approach to employee  
 engagement For managers and business leaders who want to enhance  
 performance, this easy-to-use guide to employee management offers  
 real solutions for getting workers engaged and increasing productivity.  
 It explains what employee engagement is, why it matters, what the  
 benefits of it are, what helps and hinders it, how to measure it, how to  
 put theory into action when trying to create it. As an added benefit, it  
 offers plenty of advice on how managers can keep themselves engaged,  
 even during the toughest of times. Praise