



Hire and Keep the Best People: 21 Practical & Proven Techniques You Can Use Immediately!

Brian Tracy

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Hire and Keep the Best People: 21 Practical & Proven Techniques You Can Use Immediately! Brian Tracy

speakers and author of the bestselling books Maximum Achievement and The 100 Absolutely Unbreakable Laws of Business Success

Offers 21 proven strategies that will give you a competitive edge in selecting and keeping excellent people

Concise, handy, quick to read and easy to apply

From 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.

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