



1501 Ways to Reward Employees

Bob Nelson Ph.D.

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Today more than ever, businesses need fresh ideas to nurture talent and retain employees—enter *1,501 Ways to Reward Employees*, thoroughly revised, updated, and even more chockablock with ideas than *1,001 Ways to Reward Employees*, the groundbreaking national bestseller.

Adapted to meet the needs of an evolving workplace—especially to deal creatively with virtual employees, freelancers and permalancers, international colleagues, and the rule-bending expectations of millennials—its 1,501 low-and no-cost rewards and strategies are drawn from thousands of companies across the globe. Ideas range from the informal (Wells Fargo’s thank-you e-cards) and the offbeat (JS Communications two free “I Don’t Want to Get Out of Bed” Days) to the formal (J. C. Penney “affirms” new managers in a moving ceremony) to the totally nutty (the legendary honor of having your office “sodded”—literally, grassed over—at Microsoft). For bosses, managers, entrepreneurs, small-business owners, consultants—anyone who’s responsible for working successfully in an ever-tougher economy—this is the rewards bible.

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