



The Employee Recruitment and Retention Handbook

Diane Arthur

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"Competition for skilled employees is fierce! This book provides comprehensive, practical advice to employers to get and keep the people they need. It covers such vital topics as what workers want - including a sense of making a real impact in their jobs and getting learning opportunities; why workers leave - sometimes just because they can (it's so easy to find a new job), often because they feel undervalued or bored where they are; and what best-practice companies are doing to attract and retain the talent necessary to remain competitive. Expert Diane Arthur discusses: both traditional and new strategies, including a huge array of special incentives and perks; online recruiting via sites like Monster.com or a company's own Web site; successful programs from Cisco Systems, Bank of Boston, Eli Lilly, McDonald's, and dozens of other companies, including many small firms; and, Competency-based recruiting and interviewing, contingent workers, telecommuting and other alternative work arrangements, future trends, and more".

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