



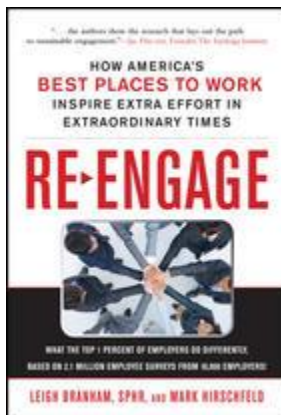
For Immediate Release

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RE ENGAGE

How America's Best Places to Work Inspire Extra Effort In Extraordinary Times

By Leigh Braham, SPHR, and Mark Hirschfeld



Despite the catastrophic economic collapse of 2008, which has shaken the confidence and diminished the commitment of the American workforce, many companies are continuing to plug along, enjoying upbeat work environments, efficient, productive workers, and revenue growth, even in this challenging business climate.

This flies in the face of the statistics. The 2.6 million one-year job loss was the worst in six decades. And of the workers who remain employed, many are worried about losing their own jobs, uncertain about their employer's future, saddened by the loss of valued coworkers,

stressed by demands to do more with less, and are now asking themselves “why should we go the extra mile?”

RE ENGAGE: How America's Best Places to Work Inspire Extra Effort Through Extraordinary Engagement (McGraw-Hill Professional; January, 2010; Hardcover, \$29.95) reveals how the country's most successful

corporations manage to keep their workforces engaged, motivated, and giving their best - in good times and in bad. Based on inside information from an intensive study of 10,000 employers in companies across 43 states chosen as the “Best Places to Work” by surveys conducted by the independent research firm Quantum Workplace, **RE ENGAGE** reveals the management secrets of the Top Scoring 1 percent who keep their employees not just satisfied, but engaged.

Employee engagement authority Leigh Branham partners with organizational consultant and development expert Mark Hirschfeld to provide essential information on attracting, engaging, developing, motivating, and retaining employees.

This book describes:

- The 6 “signature drivers” of employee engagement that distinguish the elite group of “winning” workplaces from the “wannabe” workplaces.
- How the best employers beat the bear markets with engaged employees.
- Why it's harder for large organizations to be great employers-and what to do about it.
- Easily implementable practices that can make any employer succeed.

As the economy begins to recover, employers will reevaluate the management practices and motivational challenges that dominated prior to September 2008 - and will find them lacking. What will it take to reengage workers turned cynical and disillusioned by years of failed leadership? And what of the 78 million Baby Boomers who are headed toward retirement with only 44 million Gen Xers waiting to replace them? As new jobs are created, the attention must turn once again to strategies for recruiting, engaging, and retaining. **RE ENGAGE** offers employers and managers case studies and on how to do just that, based on successful, thriving companies.

Companies need strong leaders and managers who ensure that employees are not just motivated but fully engaged. **RE ENGAGE** provides practical, accessible, tried-and-true tools and techniques that will improve employee retention, and eventually work toward making their company one of the “Best Places to Work.”

About the Authors:

Leigh Branham, SPHR, is Founder and Principal of Keeping the People, Inc., a talent management consulting firm that helps organizations analyze root causes of turnover and employee disengagement, then develop and implement employer-of-choice strategies. His previous experience includes serving as Leader of Talent Management for Right Management Consultants.

He is the author of *The 7 Hidden Reasons Employees Leave: How to Recognize the Subtle Signs and Act Before It's Too Late*. Based on post-exit surveys of employees in 17 industries conducted from 1998 through 2003, it was selected by businessbookreview.com and *The Library Journal* as one of the top 30 business books of the year.

Read more at <http://www.keepingthepeople.com/index.cfm>.

Mark Hirschfeld (Omaha, NE) is Principal of SilverStone Group Management consultants and has written numerous articles.

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Leigh Branham and Mark Hirschfeld
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