

## The 2020 Workplace: How Innovative Companies Attract, Develop, and Keep Tomorrow's Employees Today



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### ***Reviews***

*Merely no terms to spell out. It really is rally exciting throgh reading through period. Your daily life period is going to be enhance as soon as you complete looking over this ebook.*

*(Yvette Marquardt)*

## THE 2020 WORKPLACE: HOW INNOVATIVE COMPANIES ATTRACT, DEVELOP, AND KEEP TOMORROW'S EMPLOYEES TODAY

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HarperCollins Publishers Inc. Hardback. Book Condition: new. BRAND NEW, The 2020 Workplace: How Innovative Companies Attract, Develop, and Keep Tomorrow's Employees Today, Jeanne C. Meister, Karie Willyerd, The workplace of the future is being shaped today by Web 2.0 - a collection of breakthrough social media technologies - and the Millennial Generation, born after 1980. The entrance of these hyper-connected workers will put increased pressure on employers to overhaul their approach to talent management. "The 2020 Workplace" offers a practical game plan companies can use to transform their business; achieve compelling business results, such as increased innovation, improved customer connectedness, and engaged employees; and, compete more effectively in the global marketplace. Based on key findings from two surveys of global professionals, as well as case studies from organisations like Deloitte, Cisco, Bell Canada, Jet Blue, Nokia, and NASA, this book shows how the same social technologies that are used outside the company in marketing to connect with customers can be adapted for use inside the company to connect with employees. Jeanne C. Meister and Karie Willyerd include real-world examples of these practices in action, including a YouTube new-hire orientation contest, use of Twitter for sourcing job candidates, and a video game for new hires. In addition, the authors offer 20 predictions for the 2020 workplace and a glossary for those who have never texted, posted.



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