

Booklist

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Instant Turnaround!: Getting People Excited about Coming to Work and Working Hard.

Paul, Harry (Author) and Reck, Ross (Author)

May 2009. 176 p. Morrow, hardcover, \$22.99. (9780061730429). 658.3.

How can executives not realize that positively motivating employees to produce phenomenal bottom-line return is as simple as, well, the four Bs that authors Harry Paul and Ross Reck advocate? (Their pedigrees include, for the former, the coauthorship of the Fish! series and, for the latter, management consulting gigs for some of the world's best-known companies.) Just in case the amazing statistics and case histories about sparking productivity don't prod management into action, try handing out this parable of how the fictional Biz Trenz magazine empire got its mojo back. The answer is through a dogged adherence to these principles—be real, be appreciative, be interested, be nice—along with visible senior-executive support. The authors make the readers' jobs even easier by summarizing nuggets at the end of each chapter, then appending a step-by-step action plan with key behaviors. Not rocket science (though plenty of gurus are quoted), yet they're responding to a real need for many corporations today.

— *Barbara Jacobs*