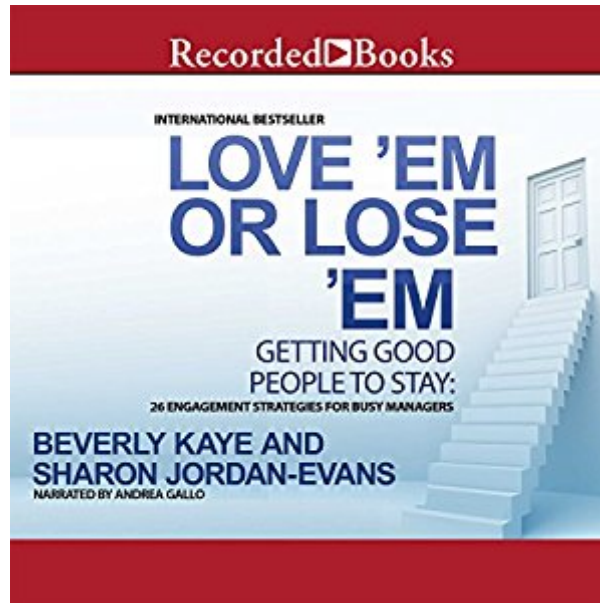


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# Love 'Em Or Lose 'Em, Fifth Edition: Getting Good People To Stay



## Synopsis

Since employees who walk out the door cost their companies up to 200 percent of their annual salaries to replace, retention is one of the most important issues facing businesses today. And with so many surveys reporting that employees are unhappy and not working up to their full potential, engagement is a second serious and costly issue. The latest edition of this Wall Street Journal best-seller offers 26 simple strategies - from A to Z - that managers can use to address their employees' real concerns and keep them engaged. The fifth edition has been revised and updated throughout and includes many more international examples, reflecting the fact that Love 'Em or Lose 'Em is available in 22 languages, from Albanian and Arabic to Thai and Turkish. Its message is truly one that spans continents and cultures.

## Book Information

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## Customer Reviews

Based on focus group research, the authors provide extensive guidelines for managers to retain employees. The authors present 26 specific actions managers can take, using a chapter to discuss each one. Each chapter contains a 'to do' list, brief illustrative stories, examples of retention work done by the authors' for clients, excerpts from an exit interview, as well as some linkages between chapters. The book down-plays the role of money. This is okay to the extent that too many firms think money is the 'be all and end all' of retention. Money is not, but the danger is that too many firms lull themselves into thinking that since money is not the number one factor driving turnover according to surveys, they can cut corners with compensation ( often, however, with the exception

of pay packages at executive levels-consider the implicit contradiction in that). Long-term, firms that pay below competitive rates reap what they sow...marginal organizational performance. In our consulting experience we find reward systems and retention are powerfully linked. The role of compensation can work in strange and mysterious ways-and sometimes not so mysterious. People are complex. We wished that the authors gave a bit more attention to the economics of retaining people. They do make the point of paying fairly and competitively in chapter 18, but the message is muted. But since this book is addressed to managers, and most managers have little-to-no meaningful influence on compensation decision-making (despite all the empowerment talk), the treatment of pay is understandable. This is a super book that focuses on the many highly important non-cash elements of retaining people. In doing so, it succeeds admirably. In short, this is a neatly organized, clearly written, how-to book.

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