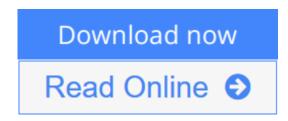


Performance Management: Changing Behavior that Drives Organizational Effectiveness

By Aubrey C. Daniels, James E. Daniels



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The "R+ Book", Fourth Edition: More than a revision – An evolution!

The definitive text on Performance Management (PM) will always be a work in progress because science is a work in progress. Performance Management offers strategies gained through ongoing research and successful PM applications in businesses and industries around the world.

Since the 1989 publication of the third edition of this book, both scientists and practitioners have made continual advances in behavior-based performance enhancement. Dr. Aubrey C. Daniels and James E. Daniels now share those innovations and insights in a reorganized and expanded text. The upgraded material – conveniently divided into the two sections of Theory and Application – includes new chapters aimed specifically at addressing workplace performance issues:

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is updated in terms of research and practice over the last twenty years.

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Editorial Review

About the Author **Aubrey C. Daniels, Ph.D.**

Business: Founder of Aubrey Daniels International, Dr. Daniels and his staff advise companies on management and human performance issues such as leadership, coaching and mentoring, selection and retention, quality, productivity, compensation and rewards, morale and culture, performance systems, employee skill mastery, and change management.

Publications: Dr. Daniels is the author of the award-winning books Bringing Out the Best in People: How To Apply The Astonishing Power of Positive Reinforcement, and Other People's Habits, published by McGraw-Hill. His first book, Performance Management, is now in its fourth edition and is a standard text in many universities and business schools.

Dr. Daniels has authored and co-authored many articles for business magazines and professional journals, is the consulting editor for the Journal of Organizational Behavior Modification, and is the founder and publisher of the quarterly, Performance Management Online E-Zine. He has been featured in numerous local and national publications and has been interviewed by The Wall Street Journal, The New York Times, Fortune, Entrepreneur, Continental Airlines Magazine, Sky Magazine, Biznet, CNN, CNBC and CBS radio and has written a monthly column for Entrepreneur.com.

Academic: Dr. Daniels is on the Board of Trustees of the Cambridge Center for Behavioral Studies, is an Associate of Harvard University's John F. Kennedy School of Government, is a member of the Advisory Board of Furman University, a faculty member of the College of Health Professions at the University of Florida and a visiting professor at Florida State, North Texas State and Western Michigan Universities. He has also taught at Georgia State University, Emory University and Atlanta Universities and makes frequent presentations at Oxford University in England. His numerous awards include the Lifetime Achievement Award from the Organizational Behavior Modification Network for outstanding work in the behavior analysis field. In 1997, he received an Outstanding Service Award from the International Association for Behavior Analysis. On June 13, 2002, Dr. Daniels appeared on Pat Summerall's Champions of Business series on the FOX News Channel.

Education: Dr. Daniels received his doctorate from the University of Florida, where he also earned his masters degree and was a member of Phi Beta Kappa. He received his undergraduate degree in psychology from Furman University where he presently serves on the Alumni Board.

James E. Daniels, M.A.

Business: As a consultant in the field of Performance Management since 1974, Jamie Daniels has developed productivity and quality improvement systems with major corporations in the U.S., Australia, Brazil, Canada, England and Italy. He is a Vice President and Senior Consultant with Aubrey Daniels International.

Jamie is the author of numerous articles, former editor of Performance Management Magazine and co-author of Performance Management, 4th Edition.

Jamie attended U.S. Military Academy, West Point, B.S.M.E. and received his M.A. from the University of

Florida.

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