



## Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line

By Bill Catlette, Richard Hadden

Download now

Read Online 

**Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line** By Bill Catlette, Richard Hadden

### How to foster happier employees for a healthier bottom line

Managers could learn a lot from a message echoed by generations of dairy farmers: "Contented cows give better milk." This book is not, repeat, *not* a management tome. In this fully revised and expanded edition to a book which absolutely, positively makes the case that treating people right is one of the best things any business can do for its bottom line, *Contented Cows Still Give Better Milk* offers sound, practical advice for those who know that their reputation as an employer is as important as bandwidth.

- Offers updated case studies and new examples from on-site research in a number of real organizations, as well as inspiring examples of companies that know how to do it right . . . and few that didn't
- Fad-free prescriptive advice informed by the authors' combined four-plus decades of training and consulting with thousands of managers and employees, conducting employee engagement surveys, and translating the attendant learning to management audiences in a form they can appreciate and use
- Coauthor Bill Catlette's Bottom Line Leadership Seminar has helped thousands of managers become more effective leaders

Direct from the horse's . . . actually cow's mouth, this fully revised and expanded second edition will teach readers that having a focused, engaged, and capably led workforce is one of the best things any organization can do for its bottom line.

 [Download Contented Cows Still Give Better Milk, Revised and ...pdf](#)

 [Read Online Contented Cows Still Give Better Milk, Revised a ...pdf](#)



# Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line

By Bill Catlette, Richard Hadden

**Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line** By Bill Catlette, Richard Hadden

## How to foster happier employees for a healthier bottom line

Managers could learn a lot from a message echoed by generations of dairy farmers: "Contented cows give better milk." This book is not, repeat, *not* a management tome. In this fully revised and expanded edition to a book which absolutely, positively makes the case that treating people right is one of the best things any business can do for its bottom line, *Contented Cows Still Give Better Milk* offers sound, practical advice for those who know that their reputation as an employer is as important as bandwidth.

- Offers updated case studies and new examples from on-site research in a number of real organizations, as well as inspiring examples of companies that know how to do it right . . . and few that didn't
- Fad-free prescriptive advice informed by the authors' combined four-plus decades of training and consulting with thousands of managers and employees, conducting employee engagement surveys, and translating the attendant learning to management audiences in a form they can appreciate and use
- Coauthor Bill Catlette's Bottom Line Leadership Seminar has helped thousands of managers become more effective leaders

Direct from the horse's . . . actually cow's mouth, this fully revised and expanded second edition will teach readers that having a focused, engaged, and capably led workforce is one of the best things any organization can do for its bottom line.

**Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line** By Bill Catlette, Richard Hadden **Bibliography**

- Sales Rank: #350350 in Books
- Published on: 2012-07-03
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .84" w x 6.30" l, .90 pounds
- Binding: Hardcover
- 208 pages

 [Download Contented Cows Still Give Better Milk, Revised and ...pdf](#)

 [Read Online Contented Cows Still Give Better Milk, Revised a ...pdf](#)



## Download and Read Free Online *Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line* By Bill Catlette, Richard Hadden

---

### Editorial Review

#### Review

"...This book will open your eyes to the truth about how organizations should treat the people who take care of the business." -- *S. Truett Cathy, Founder & CEO, Chick-fil-A, Inc.*

#### From the Inside Flap

It's no coincidence that the same companies show up every year at the top of esteemed publications' rankings for "Most Admired," "Most Innovative," "Fastest Growing," and "Highest Shareholder Return." One thing that many of the persistent winners share in common is a host of leadership habits that make these organizations great places to work, proving that managers can learn a lot from the dairy farmer's rule of thumb: "Contented cows give better milk."

In this revised and expanded edition of a book that absolutely, positively makes the case that treating people right is one of the best things any business can do for its bottom line, *Contented Cows STILL Give Better Milk* offers sound, practical advice for improving business outcomes through a focused, engaged, capably led workforce. It offers updated case studies and inspiring examples from real organizations that make employee engagement a vital part of their business strategy. Takeaways include:

- How (and why) to communicate, through word and deed, exactly what your company is all about
- How to hire and retain people with the capacity to be happy, productive, and successful at your organization
- Ways to keep those employees committed to the mission and prevent distractions that sap their energy and enthusiasm
- Why perks, benefits, and amenities don't tell the whole story of what makes a great workplace
- Why high expectations beget high performance, and much more

Direct from the horse's, er, cow's mouth, *Contented Cows* will give you the tools and wisdom you need to foster a fully engaged workforce that helps your company outgrow, outearn, and outperform the competition.

#### From the Back Cover

#### **Praise for *Contented Cows STILL Give Better Milk***

"Very few business authors take time to do the research on who's getting it right, and then distill the learning into executable, high protein advice. Catlette and Hadden do that, and then kick it up a notch by making it as fun as it is informative—in a business book!"

—**ANN RHOADES**, PRES (Person Responsible for Extraordinary Service), People Ink, and author of *Built on Values*

"Catlette and Hadden have nailed what Southwest knew from the beginning—that if you treat your people right and focus on your customers, they'll both help you build a business that blows right past the competition."

—**HOWARD PUTNAM**, former CEO, Southwest Airlines, and author of *The Winds of Turbulence*

"Bill and Richard build the business case for doing right by your employees. Faster growth, better stock returns, higher market caps—all the result of caring for employees and regularly communicating their valuable role in achieving organization success."

—**DEREK IRVINE**, VP, Strategy and Consulting, Globoforce, and coauthor of *Winning with a Culture of Recognition*

"In the Post-Derivative Crash era, when companies' 'economic tradeoffs' and 'latest HR idea' consultants are fracturing the employee relationship and trust, Bill and Richard deliver a timely second dose of their enduring road map of what actually works to keep employees engaged and your organization moving forward."

—**SCOTT D. WILSON**, Director, Sales Operations, Medtronic, Spinal and Biologics Division

"Bravo! Catlette and Hadden have once again brilliantly articulated why having a workforce hitting on all cylinders creates the best business engine for today's competitive landscape."

—**STEVE GILMORE**, CEO, Reach Human Capital, A Career Partners International firm

## **Users Review**

### **From reader reviews:**

#### **Pat Swartz:**

As people who live in typically the modest era should be upgrade about what going on or information even knowledge to make these keep up with the era which can be always change and make progress. Some of you maybe will update themselves by reading books. It is a good choice in your case but the problems coming to you actually is you don't know what type you should start with. This Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line is our recommendation to make you keep up with the world. Why, since this book serves what you want and want in this era.

#### **Amanda Bell:**

A lot of people always spent their free time to vacation or even go to the outside with them family or their friend. Do you know? Many a lot of people spent they will free time just watching TV, as well as playing video games all day long. If you would like try to find a new activity that is look different you can read any book. It is really fun for you personally. If you enjoy the book that you simply read you can spent all day every day to reading a e-book. The book Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line it doesn't matter what good to read. There are a lot of individuals who recommended this book. These folks were enjoying reading this book. When you did not have enough space bringing this book you can buy the e-book. You can m0ore effortlessly to read this book from the smart phone. The price is not very costly but this book possesses high quality.

#### **Sharonda Adair:**

Don't be worry should you be afraid that this book will probably filled the space in your house, you may have it in e-book means, more simple and reachable. This particular Contented Cows Still Give Better Milk,

Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line can give you a lot of good friends because by you investigating this one book you have matter that they don't and make you actually more like an interesting person. This kind of book can be one of a step for you to get success. This publication offer you information that might be your friend doesn't realize, by knowing more than other make you to be great individuals. So , why hesitate? Let us have Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line.

**Daniel Bailey:**

Do you like reading a reserve? Confuse to looking for your best book? Or your book has been rare? Why so many query for the book? But any kind of people feel that they enjoy regarding reading. Some people likes reading, not only science book but in addition novel and Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line as well as others sources were given knowledge for you. After you know how the great a book, you feel need to read more and more. Science book was created for teacher as well as students especially. Those books are helping them to put their knowledge. In additional case, beside science publication, any other book likes Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line to make your spare time a lot more colorful. Many types of book like this.

**Download and Read Online Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line By Bill Catlette, Richard Hadden #OQ8HUV137LK**

## **Read Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line By Bill Catlette, Richard Hadden for online ebook**

Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line By Bill Catlette, Richard Hadden Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line By Bill Catlette, Richard Hadden books to read online.

### **Online Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line By Bill Catlette, Richard Hadden ebook PDF download**

**Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line By Bill Catlette, Richard Hadden Doc**

**Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line By Bill Catlette, Richard Hadden Mobipocket**

**Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line By Bill Catlette, Richard Hadden EPub**

**OQ8HUV137LK: Contented Cows Still Give Better Milk, Revised and Expanded: The Plain Truth about Employee Engagement and Your Bottom Line By Bill Catlette, Richard Hadden**