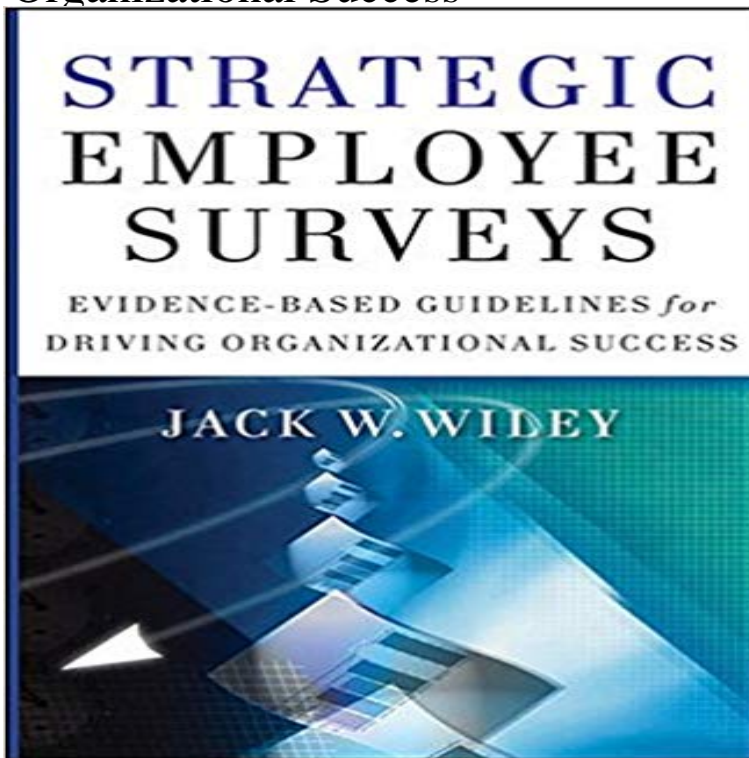


Strategic Employee Surveys: Evidence-based Guidelines for Driving Organizational Success



Praise for Strategic Employee Surveys This is a must-read! If you want to bring your employee survey up to the next level if you want to predict and drive your organizational outcomes, including customer satisfaction and business performance if you want to move your business strategy and survey program closer together, then this is your book. Franz G. Deitering, Ph.D., SAP, and CEO, RACER Benchmark Group; former Chairman, IT Survey Group [Wiley makes] an excellent, well-balanced approach to making the business case for employee surveys and providing reinforcement on the essential components from purpose and development of the instrument to results analysis to action planning. Lawrence E. Milan, Senior Vice President, Human Resources, ING U.S. Insurance This book does not get bogged down in statistical analyses, yet it features a healthy mix of the theoretical and the practical that works for the novice and the experienced survey program manager alike. Thomas E. Mitchell, Vice President, Northern Trust Company The book's key concepts are illustrated with many specifics, especially survey content, and lots of fascinating war stories. This book will become a well-thumbed volume by all who want to make the most of employee surveys. Allen I. Kraut, Ph.D., Professor Emeritus of Management, Zicklin School of Business, Baruch College, CUNY

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