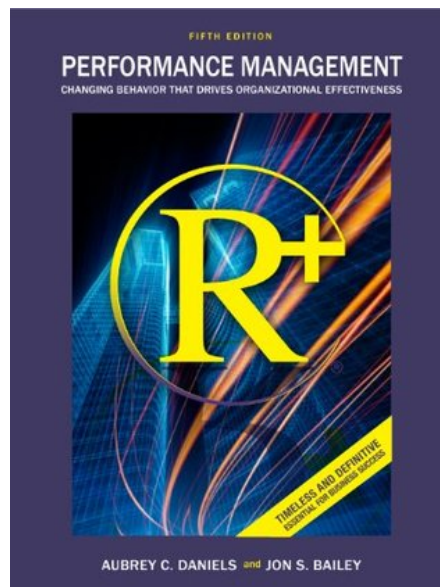




Performance Management

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Even though this book in one edition or another has been in existence for 32 years, the use of behavior technology in the workplace is still in its infancy. Since the fundamental laws of behavior don't change, those who learn to apply this technology successfully, will have a clear performance advantage over those who don't.

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Sarah says

Hope the authors review this. Mistake in fourth edition revised - Chapt. 9, p77, under heading: The value of continuous reinforcement. Instead of "... even rarer at work." Should be "... even more rare at work."

Maybe I should be an editor?
