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The Carrot Principle Free Summary by Adrian Gostick et al.

The Carrot Principle is an excellent book for managers and a helpful book for anyone who is a leader in any sense (teacher, coach, parent, etc.) Adrian

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Gostick and Chester Elton argue that competent managers can use recognition as an accelerator that helps spur people on to a greater quality and quantity of work.

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Adrian Gostick is the New York Times bestselling coauthor of The Best Team Wins, The Carrot Principle, and All In, which are sold in more than fifty countries around the world. He is a founder of the global training firm The Culture Works, with a focus in culture, teamwork, and employee motivation.

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Adrian Gostick and Chester Elton are the best-selling co-authors of The Carrot Principle and The Orange Revolution. They founded The Culture Works, a consulting and training firm.

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living the carrot principle the carrot principle illustrates that the relationship between recognition and improved business results is highly predictable its proven to work but its not the employee recognition some of us have been using for years it is recognition done right recognition combined with four other core traits of effective leadership

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