



# Strategic Reward and Recognition: Improving Employee Performance Through Non-monetary Incentives

*John G Fisher*

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Non-monetary incentives and recognition programmes are an area of employee motivation that is often overlooked. Yet, as Fisher's book reveals, a strategic focus on non-cash rewards can generate significant return on investment in terms of employee engagement, performance improvement and financial results. In the present economic context, with companies pushing to deliver more for less, it is a particularly pertinent issue. Strategic Reward and Recognition brings together theory and practice to guide HR professionals, consultants and senior leaders in developing the most effective programmes for their organizations. It features examples of good practice from all over the world, from different sectors and from both large and small organizations, providing coverage of digital as well as in-person schemes.

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