



# Employee Engagement (HR Fundamentals)

By Emma Bridger

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Achieving employee engagement is crucial to the success and continued high performance of any organization. But with budgets tighter than ever before, economic struggles and an increasingly stressful workplace for staff, it has become an increasingly difficult task.

Aimed at HR practitioners and managers, *Employee Engagement* offers a complete, practical resource for understanding, measuring and building engagement. Grounded in engagement theory and an understanding of psychology combined with practical tools, techniques and diagnostics, this book will help you assess and drive engagement in your organization. Case studies include British Gas, Capital One, Asda, Ministry of Justice, Mace and RSA.

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## **Employee Engagement (HR Fundamentals) By Emma Bridger Bibliography**

- Sales Rank: #785646 in Books
- Published on: 2014-11-03
- Original language: English
- Number of items: 1
- Dimensions: 9.29" h x .2" w x 6.26" l, .0 pounds
- Binding: Paperback
- 264 pages

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## **Editorial Review**

### **Review**

"Emma Bridger's book fits into a gap for students and professionals who are new to engagement and who have been looking for a text to make sense of it. It draws the reader through the main concepts, processes and discussions, providing many case examples."--David Saxon "Employee Engagement Lecturer, Middlesex University, London "

"This book takes you through the entire process, making it suitable for the relative HR beginner as well as the more experienced hand. The book's design and structure has managed to serve two masters eminently well, not being too simplistic or complex in the process. A fine balance has been maintained. It is quite amazing how so much material has been placed in such a relatively slim package, without it feeling overwhelming... [I]f you are involved in HR you should give this book some serious consideration... It is quite likely that you will find a few things here to pique your interest, whether as a HR professional or just someone in a managerial position who has to manage people. ...[T]here is quite a lot of takeaway knowledge within this book."--Darren Ingram "Darren Ingram Media ""

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### **About the Author**

**Emma Bridger** is an award winning employee engagement specialist and Director of People Lab, an Employee Engagement Consultancy, working with clients worldwide. With over 18 years' experience gained in a variety of roles, Emma began her career lecturing on graduate and post-graduate courses in psychology, her specialist area being behaviour change.

Emma has designed and developed the CIPD range of short Employee Engagement courses as well as contributing to and being published within the UK Government Review - Engaging for Success. She now advises the Government taskforce on engagement as part of the "guru group". Emma is also a regular conference speaker and case studies detailing her work have been published in industry journals.

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