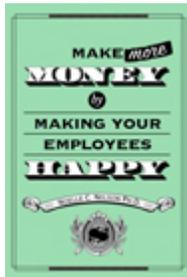


Simple Secret To Higher Profits: *Make More Money by Making Your Employees Happy*



LOS ANGELES, CALIF. (May 9, 2012)--In the just released ebook, ***Make More Money By Making Your Employees Happy*** (Amazon, \$7.99), noted psychologist Noelle C. Nelson, Ph.D. reveals the secrets of why some companies consistently enjoy resounding profits, high employee productivity, low turnover and a workforce that is willing to go the extra mile for their employer--regardless of current economic trends.

"The secret to their success is simple: An appreciated employee is a happy employee. And happy employees translate into a company making more money," explains Nelson. "The techniques used by these companies can apply to all sizes and types of business. This book is for business owners, bosses, managers, supervisors, department heads, CEOs, executives and anyone else who is frustrated by disappointing profits."

Make More Money By Making Your Employees Happy is filled with real-world examples and research that shows how appreciation impacts the workplace and the bottom line. "Books have been written on how businesses can increase profits and books have been written about keeping your employees happy," says Nelson. "This book shows how these two critical aspects of any business go hand in hand."

From ***Make More Money By Making Your Employees Happy***:

Why Appreciation Is Important To The Bottom Line:

- Fortune's "100 Best Companies to Work For" stock prices rose an average of 14% per year from 1998-2005, compared to 6% for the market overall. <http://bit.ly/KwMd95>
- US Department of Labor data shows that the #1 reason people quit their job is lack of appreciation. Rath, T. & Clifton, D. *How Full is Your Bucket?* Gallup Press, 2004, p.31.
- A recent survey of 10,000 employees from Fortune 1,000 companies reveals that lack of recognition was a major reason for leaving a job. <http://bit.ly/KwMpoG>

Simple Ways to Increase Appreciation in the Workplace

- Catch your employees in the act of doing something right instead of always looking for mistakes--they'll be happy to see you coming instead of ducking for cover,
- Share company information with employees so they don't feel left out of the loop; leaving employees in the dark breeds paranoia, anxiety and an "us (workers) versus them (management)" mentality,
- Make employees feel like heroes--the huge success of reality shows is just one indication of how we are starved for recognition. Making heroes out of your workers shows them that they are valuable and their good work is noted and appreciated.

"It doesn't take a lot of convincing to understand that managing your workforce in an inclusive, positive manner will reap financial rewards," says Nelson. "It's often difficult, however, to know where to begin. This book gives you a launching pad to a new way of doing business that generates profits--and it doesn't have to cost a penny."

Nelson provides cost-effective ideas that can be implemented immediately. "The book isn't just theory. It contains practical tips that can be used the very day you read them," says Nelson.

For more information including appreciation suggestions, go to [Make More Money by Making Your Employees Happy](#), on Facebook at [Facebook.com/HappyEmployeesEqualProfits](https://www.facebook.com/HappyEmployeesEqualProfits) or at [Twitter.com/HappyProfits](https://twitter.com/HappyProfits).

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For a review copy or to arrange an interview with Dr. Nelson, contact: Diane Rumbaugh, 805-493-2877, diane@RumbaughPR.com. A full media kit, including photos, is available for download at [Make More Money by Making Your Employees Happy](#).