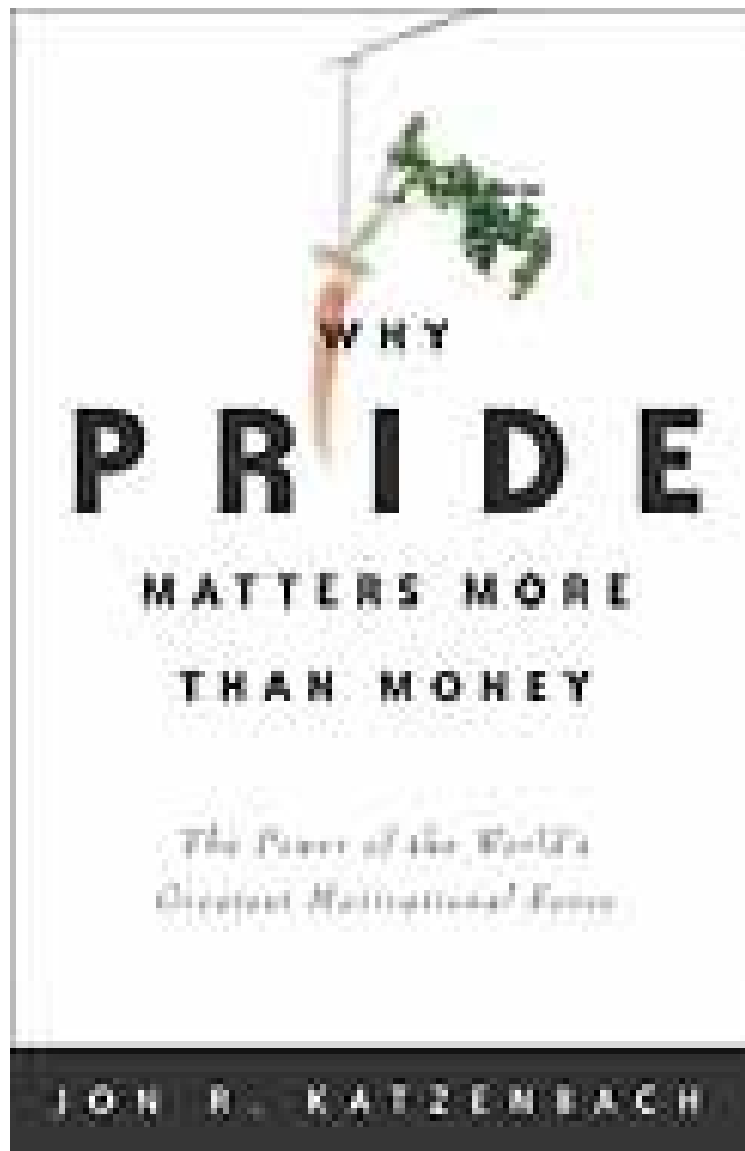


[Mobile ebook] Why Pride Matters More Than Money: The Power of the World's Greatest Motivational Force (Crown Business Briefings)

Why Pride Matters More Than Money: The Power of the World's Greatest Motivational Force (Crown Business Briefings)

Jon R. Katzenbach

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Jon R. Katzenbach : Why Pride Matters More Than Money: The Power of the World's Greatest Motivational Force (Crown Business Briefings) before purchasing it in order to gage whether or not it would be worth my time, and all praised Why Pride Matters More Than Money: The Power of the World's Greatest Motivational Force (Crown Business Briefings):

3 of 3 people found the following review helpful. Interesting stories, light on research
By A. Dolan
Coincidentally, I read *Pride* after reading *Authentic Happiness*, by Martin Seligman. *Pride* was filled with stories of various interest highlighting why money isn't always the compelling motivator. While I could relate to many of the examples, I was annoyed with his declarative conclusions based on those anecdotes. Seligman's book, on the other hand, was replete with descriptions of studies relating to the value (and power) of positive emotions (aka happiness). Applying what I learned from Seligman, I found Katzenbach more credible. (And Katzenbach will probably sound more credible in the business environment.)
0 of 1 people found the following review helpful. horrible
By Sau Mei Lees
Not good
0 of 0 people found the following review helpful. Doesn't Deliver at All
By John N. Davis
I read this book because the summary in Pierce Newstrom's "The Manager's Bookshelf" created such a positive impression. "Why *Pride Matters More than Money*" is a major disappointment. First, Katzenbach himself admits in the text that, for some managers, money is more important than pride. So, right of the bat, the title is misleading if not outright dishonest. And guess what? It's the bigwigs at the top who are motivated by money. It appears to be we suckers at the bottom and in the middle who are supposed to work for pride. Anyone see a problem here? Second, there is little or no reference to research to support his claims for when pride may in fact matter more than money. The appearance is that he has, to use the academic phrase, "sampled on the dependent variable." That is, he describes only cases that support his claims for how to use pride to motivate. Did he study no organizations that used the same methods and yet still failed? Third, and somewhat hilariously by 2010, he uses General Motors, Toyota, NASA, and Tiger Woods (!) as examples of how to do things right. Major failures by each of these organizations and individuals are obvious today. Has something changed since the publication date of 2003, or was Katzenbach just full of beans in the first place? Fourth, there is way too much personal filler in here about his mother and his first boss. I take it they were both fine people. I want to learn about the topic instead. Finally, most of his recommendations are of the mom, apple pie, and Chevrolet (Sorry!) variety. For example, he lists as a source of institutional pride, "pride in the results of one's work." We needed his book to tell us that? Sure Katzenbach is wealthy, well-known, successful, and a bigwig at Booz Company, and I'm not any of those things. Just the same, save your money and your time and pass on this book.

The book that turns our understanding of motivation on its head . . . and shows why most companies get it wrong. There are few people with more experience and accumulated wisdom about the inner workings of business and how people can work together more effectively than Jon Katzenbach. His groundbreaking research has resulted in several important books, including *The Wisdom of Teams* and *Real Change Leaders*. Over the past several years he has turned his attention to one of the perennial questions of leaders everywhere: How do I motivate my employees? Most everyone frets about how to devise schemes that will keep the troops revved up. Conventional wisdom—or at least the practice at most companies—often centers on money as the primary motivating force. Many also rely on intimidation, which like money generally has a short-term impact. But what Katzenbach has found in his research at many organizations is that both of these practices do little to build the long-term sustainability of an organization. For that you need a powerful force that has been—until this point—understood by few managers and implemented by fewer still: pride. From the front lines to the executive suite, most people are motivated by feelings of accomplishment, approval, and camaraderie. It's why the best employees strive well beyond performance levels that will yield them higher pay and why most true professionals relentlessly avoid retirement. Why does Southwest Airlines consistently turn in the highest levels of performance and profitability of any company in the airline business? What can the U.S. Marines teach us about individual commitment that can be used in the for-profit world? How is General Motors overcoming its history of labor-management enmity through the efforts of "pride-builders" from both the union and the management side? By drawing on what he has learned from these and many other organizations, Jon Katzenbach provides a practical program for understanding the role of pride: **Money is not the motivator most people think it is: Katzenbach shows why pay-for-performance programs by themselves result in employees who focus on self-serving behavior and skin-deep organizational commitment. Money tends to be a short-term motivational device and works best during times of growth, but pride works in bad times as well as good. Cultivating pride is an investment that yields high returns on workforce performance over time and is not nearly as costly as relying solely on monetary compensation and the turnover risks that accompany a "show me the money" culture. Katzenbach shares unique insights and specifics about how the best mid-level pride-builders take advantage of the world's greatest motivational force even in environments as challenging as General Motors and Aetna. He shows how managers at every level are missing a powerful lever if they are not instilling pride as a primary force for building their organization. Also available as an eBook.** From the Hardcover edition.