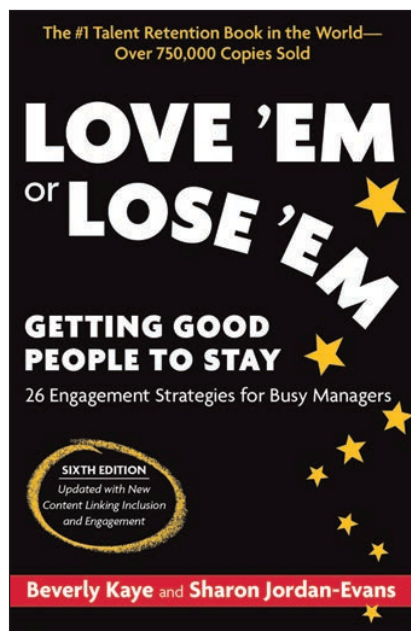


Beverly Kaye and Sharon Jordan-Evans

Love 'Em or Lose 'Em

Getting Good People to Stay, Sixth Edition—Updated with New Content Linking Inclusion and Engagement



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Business

Rights: world

This sixth edition of the number one bestselling employee retention book in the world (over 800,000 copies sold) puts a new emphasis on diversity and inclusion but keeps the same appealing format: twenty-six simple strategies from A to Z.

Despite booms and busts, technology advances, talent wars, layoffs, and even a global pandemic, people want what they've always wanted. Employees want—and now expect—meaningful work, supportive bosses, regular recognition, and a chance to learn and grow. And managers want their amazing people to stay—for at least a little while longer. For two decades, this *Wall Street Journal* bestseller—over 800,000 sold—has offered twenty-six simple strategies, from A to Z, that managers can use to address their employees' real concerns and keep them engaged.

This edition includes a timely focus on diversity and inclusion in every chapter. For example, chapter 6 focuses on family. Different cultures view family responsibilities differently, so the authors address how to take that into consideration when a treasured employee asks for extended leave to care for a grandparent. And a new section called “Conversations That Count” offers discussion questions for sparking deeper conversation around the topics in the book. This new edition will ensure that *Love 'Em or Lose 'Em* will continue to help managers all over the world create a supportive workplace culture so they can fight burnout and keep the people they can least afford to lose.



Beverly Kaye is the founder and CEO of BevKaye&Co. She is a recipient of ATD's Distinguished Contribution to Workplace Learning and Performance Award and ISA's Thought Leader Award. **Sharon Jordan-Evans** is president of the Jordan Evans Group. She has worked with organizations like American

Express, Boeing, Disney, Lockheed Martin, Cheesecake Factory, Monster.com, MTV, PBS, Sony, and Universal Studios. She and Beverly Kaye are also the coauthors of *Love It, Don't Leave It* and *Hello Stay Interviews, Goodbye Talent Loss*.

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