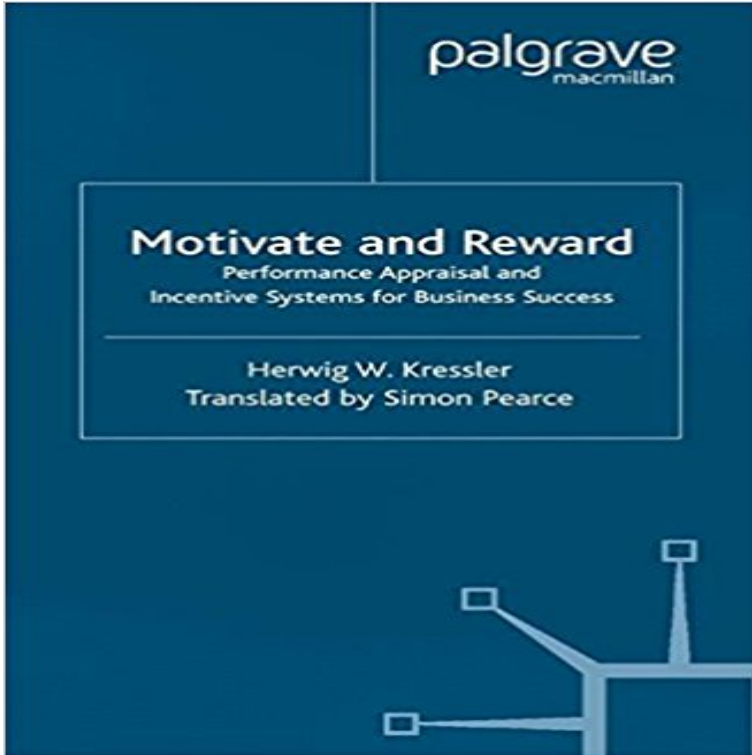


# Motivate and Reward: Performance Appraisal and Incentive Systems for Business Success



Motivation, ability and potential for development are crucial for performance and the achievement of objectives. The author, from his extensive management experience at Unilever, the leading multinational corporation, demonstrates the importance of the link between motivation, assessment of performance and potential, and reward and incentive strategies. It is only by getting this relationship right that the company can achieve business success.

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