



Reviving Work Ethic: A Leader's Guide to Ending Entitlement and Restoring Pride in the Emerging Workforce

Eric Chester

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For frustrated managers and leaders, a guide to instilling a strong work ethic in the modern workforce.

Work ethic in America is fast declining, plaguing young and old alike. But in *Reviving Work Ethic*, Eric Chester shows that you do best to focus on your young employees--those whose habits and ideals can still be influenced. He presents an incisive look at the root of the entitlement mentality that afflicts many in the emerging workforce and shows readers the specific actions they can take to give their employees a deep commitment to performing excellent work.

And his advice is crucial to a healthy bottom line: too often, talented-but-difficult-to-understand younger workers stand between your company and its profits. If business owners, managers, and executives are not connecting with them and modeling the key components of work ethic, employees are likely not connecting effectively with customers--leaving all kinds of money on the table.

Reviving Work Ethic is the culmination of years of research as well as presentations to over two million youth. Chester's experience shows in his confident analysis of the seven components of work ethic and in his proven strategies for handing them down to young employees.

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