



Dr. Bob Nelson

“Keeping Up in a Down Economy: What the Best Companies do to Get Results in Tough Times”

Bio

Bob Nelson is one of the world’s leading authorities on employee motivation & management and president of Nelson Motivation Inc., a management training and consulting company that specializes in helping organizations improve their management practices, programs and systems. He is a co-founder of Recognition Professionals International and worked closely with Dr. Ken Blanchard (co-author of *The One Minute Manager*) as his vice president, chief of staff and ghost writer for ten years.

Dr. Nelson has sold 3 million books on management and employee motivation, including *1001 Ways to Reward Employees* (now in a 2nd edition), *The 1001 Rewards & Recognition Fieldbook*, *1001 Ways to Energize Employees*, *1001 Ways to Take Initiative at Work*, *The Management Bible*, and his latest, *Keeping Up in a Down Economy*.

He has appeared extensively in the national media including CBS’ 60 Minutes, CNN, MSNBC, PBS, NPR and has been featured in *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The Chicago Tribune*, *Fortune*, *BusinessWeek* and *Inc.* magazines, and numerous other publications to discuss how to best motivate today’s employees.

He received an MBA in organizational behavior from UC Berkeley and earned his PhD in management with Dr. Peter Drucker at The Peter F. Drucker Graduate Management School of the Claremont Graduate University in Los Angeles where his doctoral dissertation was on “Factors that Encourage or Inhibit the Use of Non-Monetary Recognition by U.S. Managers.”