Summary: Prime Target S.A. Sep 94. Edition No. 1

Description: This book investigates how non-financial incentives improve the satisfaction level of employees. The limitations faced during the research process were that there was relatively little literature and empirical investigations on this subject with regards to Pakistani context. Therefore this book will not only significantly add value to the literature review of Pakistan but also help banking sectors as well as other organization all over the world in completely understanding the value of non-financial incentives to improve the satisfaction level of employees.


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