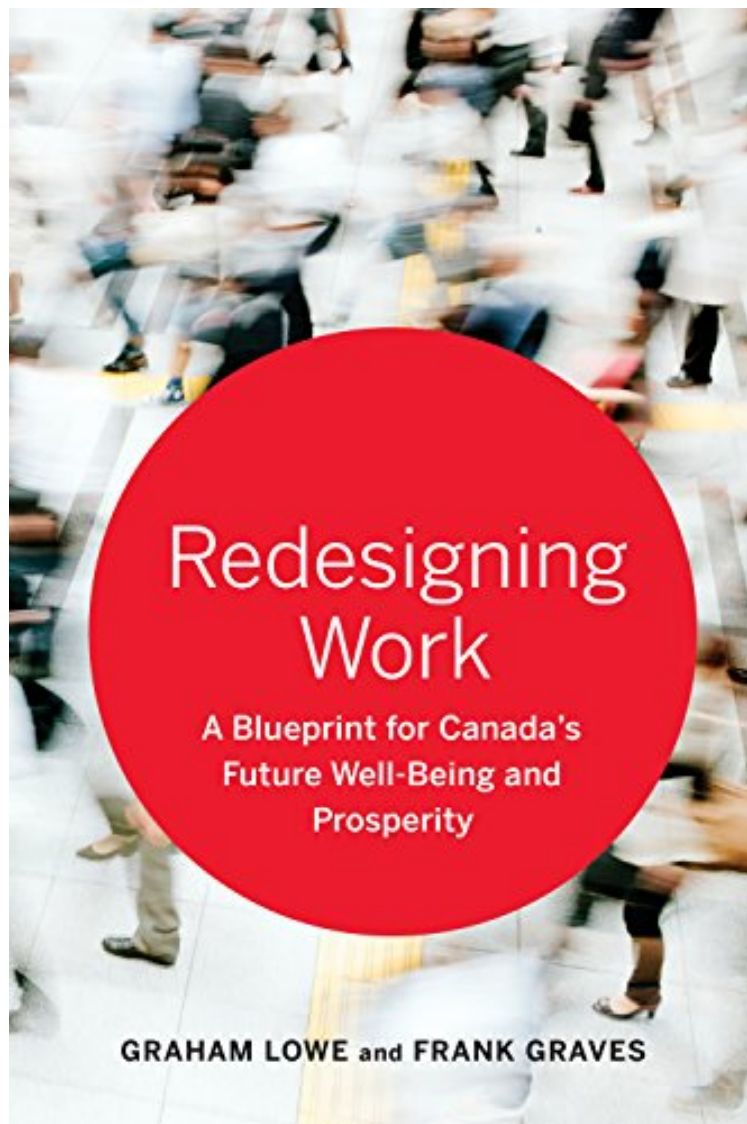


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Graham Lowe, Frank Graves

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Graham Lowe, Frank Graves : Redesigning Work: A Blueprint for Canada's Future Well-being and Prosperity (Rotman-UTP Publishing) before purchasing it in order to gage whether or not it would be worth my time, and all praised Redesigning Work: A Blueprint for Canada's Future Well-being and Prosperity (Rotman-UTP Publishing):

1 of 1 people found the following review helpful. Challenging working timesBy IlanaWDAlthough focuses on the Canadian example, it offers suggestions and ideas that can help support innovation and collaboration in other

environments too. The aim is to create environments where people experience a healthy working realm encouraging productivity and positive experiences. 'Just imagine that by 2025, there are more great jobs, a larger number of workers experiencing the fulfillment that comes from making a useful contribution, and improved living standards for many'. The quantitative approach is relevant for the conclusions and offers relevant insights into the Canadian working culture and the current workforce generational trends. Disclaimer: Book offered by the publisher in exchange of an honest review

1 of 1 people found the following review helpful. We currently living in a world where what is work ...By K. Mackinnon We currently living in a world where what is work along with workforce is evolving terms. Our economy is no longer what it once was. What used to work doesn't exactly work for every anymore. Lowe and Graves work 'Redesigning Work' is about the changes that are taking place and what the steps are that we could do to progress in the future. Despite the book focusing on Canada's economy it can be applied to most Western Countries around the world.

Canada's future prosperity is of utmost concern to citizens, industry leaders and policy makers. Using original public opinion research from EKOS, *Redesigning Work* argues that improving people's jobs and workplaces can unlock the potential to strengthen Canada's economy and improve the well-being of Canadians. Graham Lowe and Frank Graves are two of Canada's leading experts on work and public opinion. In *Redesigning Work* the authors provide a blueprint for the future of work in Canada by identifying practical ways to make work more motivating, rewarding and productive. The authors provide fuel for employers, workers, policy makers, HR professionals, and NGOs to combat the negative trends many Canadians associate with their future economic prospects. The book paints an optimistic picture of the future of work by addressing job stress, work-life balance, skill use and engagement.

"*Redesigning Work* is the product of a genuine dream-team: one of Canada's leading labour market theorists, partnered with one of Canada's leading public opinion researchers. Together Lowe and Graves have compiled a treasure trove of hard data documenting the worrisome erosion of inclusive prosperity and the 'middle class' dream. More importantly, their analysis points to pragmatic, hopeful strategies for improving jobs and enriching the world of work." (Jim Stanford, former economist for Unifor, Harold Innis Industry Professor of Economics, McMaster University.) "*Redesigning Work* is a thought-provoking, must-read for HR professionals, line managers and organizational leaders. The authors draw on two decades of rich survey data to produce a guide full of original insights on how to change jobs and workplaces, grounded in a profound understanding of work in 21st century Canada. Readers will find the blueprint and 16-point action plan for individual and collective performance improvement filled with helpful, practical advice. Highly recommended!" (Dr. Michael Bloom, Vice-President, Industry and Business Strategy, The Conference Board of Canada) "*Redesigning Work* is an original, provocative, and timely book describing Canadians' views on how to design a better world of work, from two of Canada's most original thinkers on the important social trends that will determine this country's future." (Cam Mustard, ScD, President Senior Scientist, Institute for Work Health) "*Redesigning Work* is a data-rich analysis of the state of Canada's workers and their job market. Even better, it offers relevant prescriptions to improve the well-being of workers and workplace environments, and thus increase our national prosperity. This is an important book for employers, workers and policy-makers alike." (Honourable John P. Manley, President, Business Council of Canada) About the Author Graham Lowe is professor emeritus at the University of Alberta. He is currently the president of the workplace consulting firm The Graham Lowe Group Inc. Frank Graves is the founder of EKOS Research Associates Inc. and is a Fellow of the Marketing Research and Intelligence Association.