



CREDIT LIST – 2009-2019

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[Website](#)

[LinkedIn Profile](#)

[Twitter](#)

BOOKS

- [21st Century Secrets to Effective PR](#) (Strategic Communications, 2018)
- [Best Practices in Influencer Marketing](#) (Strategic Communications, 2016)
- [The Everything Guide to Customer Engagement](#) (Adams Media, 2014)
- [The Everything Resume Book](#) (Adams Media, 2012)
- [Motivating Today's Employees](#) (Self-Counsel Press, 2012)
- [Complete Idiot's Guide to Strategic Planning](#) (Penguin Press, 2011)
- [Direct Mail in the Digital Age](#) (Self-Counsel Press, 2011)
- [The Everything Job Interview Book, 3rd edition](#) (Adams Media, 2011)
- [Human Resource Essentials](#) (Society for Human Resource Management, 2010)
- [Managing Off-Site Staff](#) (Self-Counsel Press, 2010)
- [Employee Management for Small Business](#) (Self-Counsel Press, 2010)
- [Telecommuting](#) (Self-Counsel Press, 2010)
- [The Essentials of Corporate Communications and PR](#) (Harvard Business School Press, 2006)
- [Marketing With the End in Mind](#) (IABC, 2005)
- [Writing a Convincing Business Plan](#) (Barrons, 2001)
- [The HR Book](#) (Self-Counsel Press, 1999)

ARTICLES (Alphabetical by publication; chronological within publications)

ADP

- [Reputation Management: Why It Matters](#), July 2018
- [Self-Service Eases the Employee Benefit Administration Burden](#), June 2018
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- [Corporate Social Responsibility: To Thine Own Self Be True](#), November 2017
- [The Status of Pay Equity Legislation Around the Globe](#), October 2017

[Reaching the Unreachables During Open Enrollment](#), September 2017
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[How to Recruit for New Talent During a Company Reorganization](#), August 2017
[HR and PR: Partnering to Proactively Address Crisis Management](#), August 2017
[Could the Allure of the Gig Economy Threaten Corporate Productivity?](#), July 2017
[How Work Culture Norms Cross Country Lines](#), July 2017
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[Five Things American Companies Should Know About GDPR](#), May 2018

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[Executive Presence for Nurses](#), April 2014
[Leading When You're Not the Formal Leader](#), April 2014
[Effectively Engaging Your Nursing Staff](#), February 2014
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[Time to Move On or Up?](#), November 2013
[When Patient Preferences Discriminate](#), September 2013
[Working With Troubled Teams](#), June 2013
[Shaping Culture](#), June 2013
[Motivating During Tough Times](#), April 2013
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[When Worlds Collide](#), August 2011
[Being Social With Social Media](#), January 2011

[The Introverted Leader](#), January 2011
[Tips for New Nurse Managers](#), May 2010
[How to Get Along](#), May 2010
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[Automating for Safety](#), August 2015
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[Streamline Your Timeline: Create a More Efficient Hiring Process](#), November 2018
[How to Attract Top Talent: Avoid These Hiring Pitfalls](#), August 2018
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[How Stay Interviews Can Help You Assess Employee Satisfaction](#), March 2018
[How to Make the Most of Online Reviews](#), January 2018
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[4 “Must Haves” for Reaping Benefits From Charitable Giving](#), January 2018
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[Marketing: What Does it Take to Stand the Test of Time](#), January 2017
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[Monat: A Focus on Family](#), November 2017
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[WellnessPro: Improving Health and Wellness Around the Globe](#), October 2016
[Steeped Tea: Organic Focus, Innovative Product Ideas Spur Growth](#), September 2016
[Fresh Perspective Brings Energy Boost to LifeVantage](#), May 2016
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[Damsel in Defense](#), November 2015
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[Gigi Hill: Fashion Meets Function](#), November 2012
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[Company Re-Focus: Creating—and Maintaining—Memories](#), November 2011
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[Video Popularity Still on the Rise: Opportunities for Publishers](#), November 2018

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[Circulation Building in the Digital Age](#), November 2011
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[HTML5 – Options and Opportunities](#), March 2011
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[Are Textbooks Obsolete](#), April 2010

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[Planning for Succession](#), Nov/Dec 2016

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[New Member Momentum](#), March/April 2012

[Social Media and Hiring](#), March/April 2011

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[Call Center Upgrades](#), March/April 2010

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[Ideas for Achieving Office Space Productivity](#), April 2018

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[Bath and Body Perks](#), Fall 2013

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[The Sweet Smell of Success](#), Winter 2011

[Green Message in a Bottle](#), Winter 2011

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[Hiring Customers: Should You or Shouldn't You](#), August 2018

[Crazy, or Crazy Like a Fox?](#), July 2018

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[HR Consultants Use Social Media to Boost Business](#), August 2012
[Helping Them Toe the Line: Opportunities in Compliance](#), August 2012

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[Succession Planning: Key for Healthcare Industry](#), September/October 2012
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[Three Key Pieces to Data Security](#), August, 2014
[Technology for ‘Smart’ Bartenders](#), April 2014
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[How to Show Emotional Intelligence in Interviews](#), December 2018
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