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CREDIT LIST – 2017-2021

[Website](#)

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BOOKS

- [Managing Remote Staff: Capitalize on Work-from-Home Productivity](#) (Self-Counsel Press, 2020)
- [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)

Accurate

[Working Under the Influence—An HR Issue On the Rise](#), November 2021
[Telehealth Opening up New Opportunities for Healthcare Employment](#), September 2021
[Assuaging Retail Employee Safety Concerns](#), September 2021
[Programmatic Advertising for Job Recruitment](#), August 2021
[7 Ways the Gig Economy Changed During COVID-19](#), July 2021
[Debunking the Myths of Remote Work](#), June 2021
[OIG Exclusions Screening: Best Practices for Healthcare](#), April 2021
[COVID Vaccinations, HIPAA and Corporate Culture](#), March 2021

BedTimes

[Labor Shortage: Desperately Seeking Solutions](#), July 2021
[Streamline Your Timeline: Create a More Efficient Hiring Process](#), November 2018
[How to Attract Top Talent: Avoid These Hiring Pitfalls](#), August 2018
[How to Leverage the Power of Retirees](#), April 2018
[How Stay Interviews Can Help You Assess Employee Satisfaction](#), March 2018

BoxScore

[Standing the Test of Time](#), July 2019
[Driving Down Time and Cost](#), March 2019
[A Worthy Investment](#), September 2018

[Embracing Disruption](#), July 2018

[Adaption in the Digital Landscape](#), April 2018

[The Value of Marketing in the Packaging Industry](#), September 2017

[Keeping Pace With Changing Customer Demands](#), March 2017

Credit Union Management

[Compensation Rises Despite Uncertainty](#), October 2021

[Your Virtual HR Assistant](#), December 2021

[What Can Credit Union Leaders Do To Mitigate ‘The Turnover Tsunami’?](#), November 2021

[The Value of Valuing Mental Health](#), January 2021

[Guarding Against Ghosting](#), June 2020

[Recruiting Outside the Box](#), June 2020

[Addressing the Mental Health Implications of COVID-19](#), April 2020

[HR Answers: Credit Unions Transition to a New Way to Work](#), April 2020

[Staying Steady Atop the Glass Cliff](#), March 2020

[Love Contracts: Good or Bad Idea?](#), February 2019

[Humans vs AI: Who Makes the Best Decisions](#), September 2018

[HR Answers: Leverage Insights From Exit Interviews](#), November 2017

[Don’t Dread Exit Interviews](#), November 2017

[Tips for a Positive Resignation](#), October 2017

destination CRM

[Can AI Really Be Trusted?](#), March 2022

[Why You Need an Enterprise-Level Marketing Taxonomy](#), January 2022

[Tips for Building Wallet Share to Gain Market Share](#), November 2021

[Which Market Research Platform is Right For You?](#), September 2021

[Shining a Light on the Dark Funnel](#), March 2021

[AI and Automation Drive Digital Interactions](#), July 2021

[Use Digital Platforms to Drive In-Store Traffic, and Vice Versa](#), September 2020

[Demystifying Cryptocurrencies: Promise and Potential Lead to Growing Appeal](#), June 2020

[Selling Opens Up With 3-D Visualization](#), April 2020

[Get Back to Basics With Direct Mail](#), March 2020

Direct Selling News

[Thirty-One: Driven by Passion, Fueled by Purpose](#), March 2018

[Jamberry: Social Selling Drives Innovation and Fast Beauty](#), February 2018

[Monat: A Focus on Family](#), November 2017

Forbes

[What You Need to Know About the Gig Economy](#), April 2018

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

[HR Skills Aren’t Enough: Why CHROs Need Business Acumen](#), February 2018

[How HR Can Use VR to Create Realistic OTJ Experiences](#), February 2018

HR Daily Advisor from BLR

[HR Daily Advisor: Contributing Editor 2021](#)

[HR Daily Advisor: Contributing Editor 2020](#)

[HR Daily Advisor: Contributing Editor 2019](#)

[HR Daily Advisor: Contributing Editor 2018](#)

HR Daily Advisor: CDO Profiles

[Shameka Young: A Difference Maker in the D&I Space](#), December 2021

[Filling the Pipeline to Boost DEI in the C-Suite and Beyond](#), November 2021

[Personal Life Experiences Drive Passion for DEI](#), November 2021

[Many Roads Lead to Multiple Impacts](#), August 2021

HR Magazine/SHRM

[Taxonomies' Impact on Data Reliability and Use](#), April 2022

[New Interview Questions Since the Pandemic](#), April 2022

[Coaching Apps Address Soaring Demand](#), March 2022

[Making Sure Unlimited PTO is Done Right](#), March 2022

[Virtual Mental Health Care Presents Opportunities—and Potential Risks](#), February 2022

[Changing, Communicating Employee Benefits to Meet New Expectations](#), February 2022

[How HR Can Leverage Automated Content Generation Tools](#), February 2022

[Using Virtual Reality for Remote Hiring](#), February 2022

[Substance Abuse Got Worse Amid the Pandemic and Remote Work](#), December 2021

[Technology to Automate and Refine the Recruitment Process](#), December 2021

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[Technology Can Assist When Accommodating Employees with Disabilities](#), November 2021

[Best Benefits Practices for the Gig Economy](#), October 2021

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[Taking Another Look at Cafeteria Plans](#), October 2021

[Mobile Apps for HR Communication](#), September 2021

[Return to Work for New Hires](#), September 2021

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[Managing Paid Leave During the Pandemic and Beyond](#), August 2021

[Scenario Planning Produces Better Benefit Strategies](#), July 2021

[Not All AI Is Really AI: What You Need to Know](#), July 2021

[Small Businesses Face Hiring Challenges](#), July 2021

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[Taking a People-First Approach to Data Security](#), June 2021

[Employers' Student Loan Assistance Tackles the College Debt Crisis](#), May 2021
[Tapping ERGs During the Recruiting Process](#), May 2021
[Recruitment Training for a Virtual World](#), April 2021
[Are Your Job Posts Biased?](#), April 2021
[COVID-19 Spurs Novel Approaches to Talent Acquisition](#), March 2021
[When Hiring Remotely Raises Legal Issues](#), February 2021
[Taking Advantage of a Broader Talent Pool](#), February 2021
[Employees Look to Workplace Programs to Ease Charitable Giving](#), December 2020
[How Will You Support Your Staff During a Very Lonely Holiday Season](#), December 2020
[Be Aware of How External Recruiters Reflect Your Employer Brand](#), November 2020
[Drive-Thru Job Fairs: A Sign of the Times](#), October 2020
[Build Empathy Into Your 2020 Open Enrollment Season](#), October 2020
[Handling Applicants with Noncompete Agreements](#), September 2020
[When Top Candidates Have Another Offer](#), September 2020
[Work Tourism: A New Employee Perk During the Pandemic?](#), September 2020
[Emergency Savings Accounts Funded by Payroll Deductions](#), September 2020
[Innovative Ways Companies Convey Culture When Hiring Remotely](#), August 2020
[Converting PTO Funds to Student Loan Relief is a Timely Benefit](#), August 2020
[Taking Another Look at LinkedIn](#), August 2020
[Screening for Applicants' COVID-19 Concerns: Can You? Should You?](#), July 2020
[Should Remote Workers Living in Lower-Cost Locations Be Paid Less?](#), July 2020
[Your Hiring Assessments Could Get You Into Trouble](#), June 2020
[How to Maintain Employee Privacy in Video Interviews](#), June 2020
[COVID-19 Drives Interest in Supplemental Unemployment Benefits](#), June 2020
[Hiring New Employees During COVID-19](#), May 2020
[Pandemic Could Drive Health Plans to Adopt Reference-Based Pricing](#), May 2020
[Students, Don't Give Up On Your Job Search Because of COVID-19](#), April 2020
[COVID-19 Ushers in New Outlook on Hiring Remote Workers](#), April 2020
[Hiring in a COVID-19 World](#), April 2020
[Age-Based Benefits Can Lead to Trouble](#), April 2020
[Pandemic Takes a Toll on Employees' Emotional Well-Being](#), March 2020
[Benefits Communication Require a Balancing Act](#), March 2020
[How to Evaluate Hiring Assessments](#), February 2020
[Lean and Six Sigma in Talent Acquisition](#), February 2020
[5 Steps for Adopting a Four-Day Workweek](#), February 2020
[Pros and Cons of Tests and Take-Home Assignments in Recruiting](#), February 2020
[When You Don't Hire an Internal Candidate](#), January 2020
[Training Staff to be Better Interviewers](#), January 2020
[If You Could Be Any Vegetable...](#), January 2020

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[What Marketers Need to Know About the Metaverse](#), April 2022

[How to Use Trending Conversations and Popular Hashtags](#), February 2022
[How Content Marketers are Using AI for Content Development](#), November 2021
[Five Key Questions About Video Marketing Answered](#), September 2021
[Quick Fixes for Common UX Mistakes](#), September 2021
[How Content Marketers Are Using Zapier and Other Automation Tools](#), June 2021
[Aligning Marketing and Sales](#), June 2021
[How Marketers Will Use Video in 2021](#), March 2021
[COVID-19's Impact on 2021 Content Marketing Strategy](#), January 2021
[Changes in SEO Strategy](#), November/December 2020
[Tips for Finding Freelancers](#), October 2020
[Best Practices for Repurposing Content](#), September 2020
[Trends in Influencer Marketing](#), May/June 2020
[How Changes in Social Media Affect Content Strategy](#), April 2020
[Are You Using the Right Metrics?](#), March 2020
[Best Practices for a Well-Executed Content Marketing Plan](#), Jan/Feb 2020

Mobile Growth Association

[Influencer Marketing in 2020: What App Marketers Need to Know](#), August 2020
[Why Incrementality is Key to Understanding Your Marketing](#), May 2020
[Voice Technology and Mobile Apps](#), May 2020
[App Engagement Strategies to Stay Top of Mind During “Quarantine,”](#) April 2020
[How the Mobile App Industry is Helping Cope With Coronavirus](#), March 2020

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[How to Know if You Need Quote Software](#), November 2021
[Overcoming Sales Objections: Price vs. Cost](#), September 2021
[How to Write a Proposal That Wins More Business](#), September 2021

SAP Insights

[COVID Vaccine Policies: A Risk Management Approach for Employers](#), April 2022
[The Apprentice Opportunity: Using an Old Model to Recruit Fresh Talent](#), April 2022
[The Win-Win Potential of Hiring Neurodiverse Workers](#), March 2022

Speech Technology

[The Speech Industry Eyes Another NLP \(Neuro-Linguistic Programming\)](#), May 2021
[The State of Assistive Technology](#), February 2020
[The State of Artificial Intelligence](#), February 2020
[Artificial Intelligence and the Customer Journey](#), November 2019
[How to Reach Marketers Looking for a Speech Solution](#), July 2019
[The Voice Data Gap and How to Close It](#), May 2019
[Extracting User Data from Speech Applications](#), December 2018

The Tilt

[What Niche Publishers Know That Mass Media Overlooks](#), October 2019
[A Primer on Time-Based Advertising Metrics for Publishers](#), October 2019
[Blending Old and New Media for Advertising Success](#), October 2019
[Publishers Turn to White-Glove Services for Ad Buying](#), September 2019
[Influencer Marketing: Turning Tastemakers Into Salespeople](#), September 2019
[Content Marketing Best Practices From Online Influencers](#), September 2019
[Evaluating and Choosing the Right Content Creator](#), August 2019
[How AI is Impacting Content Marketing](#), July 2019
[How the CCPA May Impact the Digital Media Industry](#), July 2019
[Opportunities for Content Creators to Leverage Virtual Assistants](#), July 2019
[What is Customer Communications Management](#), June 2019
[Is Your Content Review Process Out of Control? How to Fix It](#), May 2019
[Micro-Experiences: New Opportunities in Multichannel Marketing](#), May 2019
[Push vs. Pull: The Right Path to Content Personalization](#), May 2019
[Are You a Slave to SEO Keywords](#), April 2019
[Reimagining Monetization in a Post-Advertising World](#), April 2019
[Go With Your Gut: When You Can Ignore the Algorithms](#), April 2019
[How Serious is Mark Zuckerberg About Keeping Facebook Data Private?](#), March 2019
[How to Create a Content Strategy](#), March 2019
[Content Globalization Strategies for Media Companies](#), March 2019
[The State of Data Management](#), March 2019
[The State of Online Video](#), February 2019
[The State of Online Content Analytics](#), February 2019
[The State of Mobile Content](#), February 2019
[The State of Translation and Globalization](#), February 2019

Visier: Outsmart

[How Employers Can Leverage Their Trusted Position With Their Employees](#), March 2022
[What Comes After the Great Resignation?](#), March 2022
[People Are Your Greatest Resource? SEC Says Prove It](#), March 2022
[Getting Ghosted During the Hiring Process? You're Not Alone](#), February 2022
[With U.S. Paid Leave Laws in Limbo, Employers Fill the Gap](#), December 2021
[Who is Training the Next Generation of Managers](#), November 2021
[What's a "Mouse Wiggler?" Managing in a Hybrid Work Environment](#), October 2021
[People Matters Are at the Heart of Business Success](#), September 2021
[Top 6 Reasons People are Quitting \(and How to Keep Them\)](#), August 2021
[The Big Quit: Who's Leaving and Where Are They Going?](#), July 2021

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[Verifying Candidate Identity: 8 Real-Life Strategies That Work](#), July 2021