



New on book shelves: Micera's Right to the Point

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Robert Micera, SPHR, director of human resources for Margolin, Winer & Evens LLP (MWE, Garden City, N.Y. and New York, N.Y.), a leading certified public accounting and business advisory firm, is now an author having recently authored a new book sure to become a staple in corporate America. Titled, Right To The Point, the book's cover touts the manual as explaining "The RDM Employer of Choice Model: Creating a Great Work Environment."

In writing the book, Micera who is also treasurer of the Society of Human Resources Management, Long Island Chapter (SHRM LI), draws on his extensive background in Human Resources (HR) and more recently, the actual "Employer of Choice" initiative he created at his current place of employment, MWE. The primer, which he launched at a National Association of Mothers Center Annual "Long Island Work Life" Conference on November 2, at the Crest Hollow Country Club (Woodbury, N.Y.), gives HR executives and managers, business owners and CEOs a practical, step-by-step guide and operating model for creating an optimum workplace. Right To The Point takes the reader from the rationale behind the employer of choice model and its goals, to communication, competencies, processes, corporate culture, accountability, monitoring and leadership.

Along with a real flow chart style model ("The RDM Model" named after the authors' initials), there are many words of wisdom in the fast, easy read of 86 pages plus credits. One example is, "The culture of a company is created and maintained by what behavior the company is willing to tolerate. It is also based on the benefits offered, the work environment, what is necessary to attract and retain talented employees and a client base."

Micera is a Certified Senior Professional in Human Resources with over 18 years of experience directing the HR function for companies ranging from 200-employee organizations to Fortune 500 companies with over 40,000 employees. At MWE, he heads up the firm's human resources department, overseeing a wide range of areas from employee compensation and benefits to management-employee relations, recruitment, training and career advancement initiatives and the firm's "Employer of Choice" program.

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