A Guide to Non-cash Reward: Learn the Value of Recognition. Michael Rose writes that non-cash rewards can be a terrific way to control costs while still motivating employees. Rose claims non-cash rewards are actually valued more by employees than cash rewards. The key to successful non-cash rewards is to understand the value of recognition and non-cash reward. The case studies in this book provide examples of how different organizations use recognition and non-cash reward to motivate their employees. The book covers the importance of recognition, why recognition is important, the continuing case for non-cash rewards, and how to use non-cash rewards to motivate employees. The book also includes a comprehensive guide to non-cash rewards, including tips on how to create a perfect incentive program. The book is a valuable resource for managers looking to improve their organization's performance through non-cash rewards.