



## Service Motivation and External Awareness: A Bibliography

Prepared by the staff of the *Merrett R. Stierheim Urban Affairs Department*

The Service Motivation and External Awareness competency involves demonstrating an exceptional level of commitment, and motivating others to provide exemplary service to the organization and its customers. This competency requires maintaining a network of appropriate contacts and relationships for service delivery.

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Henard, D H, & McFadyen, M. A. (March-April 2008). Making knowledge workers more creative: boosting the cognitive capabilities of individuals can build a network of knowledge creators that is nearly impossible for competitors to imitate or replicate. *Research-Technology Management*, 51, 2: 40.

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Skemp-Arlt, K, and Toupenca, R. (2007). The administrator's role in employee motivation. *Coach and Athletic Director*, 76.7: 28.

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Turner, J. (Winter 2007). Developing executive leadership in the public sector: government agencies can improve their management effectiveness through internal leadership development that nurtures key skills, behaviors, and knowledge. *The Public Manager*, 36, 4: 50.