

GAMA's Great Ideas Series

The Great Ideas series is designed to arm today's industry leaders with the information they need to succeed in an increasingly competitive marketplace. Each book includes a collection of favorite ideas from GAMA International field leaders – and the personal stories behind them.

From mentoring to marketing, from recruiting to retention, you'll learn from some of the best minds in the industry. These little books are full of big ideas and practical, proven strategies from some of GAMA's most respected and successful members.

The Great Ideas Series include:

Volume 1 Great Recruiting Ideas

Volume 2 Great Retention Ideas

Volume 3 Great Marketing Ideas

Volume 4 Great Leadership Ideas

Volume 5 Great Contest & Recognition Ideas

Volume 6 Great Team-Building Ideas

Volume 7 Great Mentoring Ideas—Coming in March 2008!