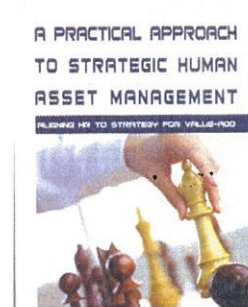


A Practical Approach to Strategic Human Asset Management — aligning HR to strategy for value-add

Author: Kevin Vince Fernando
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Book Details:

Chapter 1 — What is Strategic HRM?
Chapter 2 — Business Strategy and the Environment
Chapter 3 — Core Processes and Critical Success Factors
Chapter 4 — People Implications of Strategy: Culture, Competence and Commitment
Chapter 5 — Stakeholder & Resource Analysis
Chapter 6 — Putting the diagnosis pieces together for priority setting
Chapter 7 — Building the Strategic HRM Plan
Chapter 8 — Effective Implementation
Chapter 9 — Controlling for Achievement through Performance Measures
Chapter 10 — Managing Alignment of HRM Strategy
Chapter 11 — Value Add Role of HRM
Chapter 12 — The Human Asset Balanced Scorecard
Chapter 13 — It's Importance & Challenges
Chapter 14 — The Need for Customized HR Strategies

Synopsis:

This book provides a framework that is down to earth and provides HR professionals a series of steps that may be taken to systematically evaluate, design and implement HRM systems that align with business strategy.

Reviews:

“The complexity with strategic HRM lies in the process of integrating in practical manner a support function such as HR into the primary value chain activities of the organization. The chapter on human asset balanced scorecard provides a clear and logical link between HRM and the business. As a practitioner of these processes, I have benefited from his unique insights.”

- Sandra Yap, Chief HRD Specialist, Sumitomo Bakelite Singapore

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