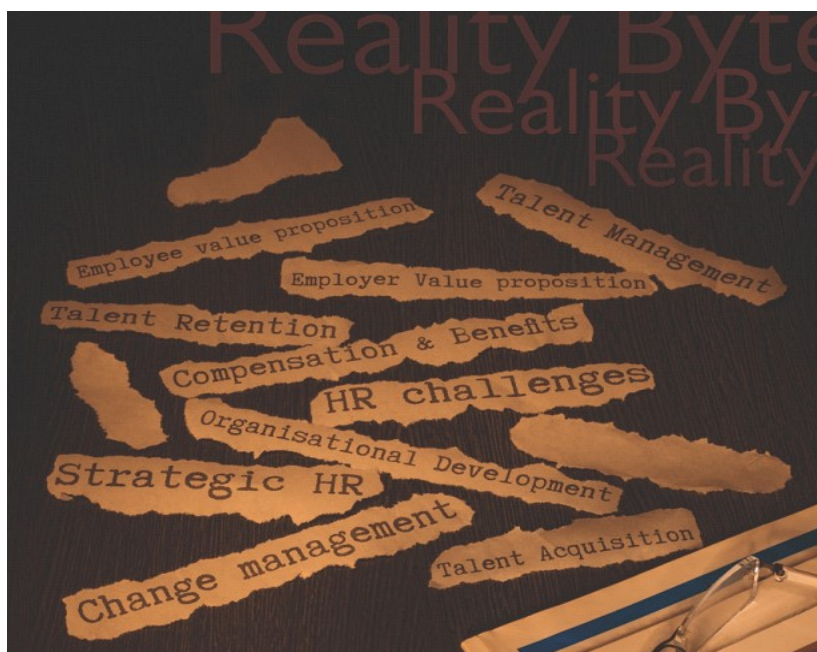




REALITY BYTES – THE ROLE OF HR IN TODAY’S WORLD

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ABOUT THE BOOK

The single-most competitive edge for an organization is its people. In spite of being the most valuable resource, it is also the most difficult to manage and maintain. In today's dynamic times, managing turnover in terms of people has now become as critical as increasing business turnover. However, at many places organizations fall short of managing their people well.

Probably the reason is that formal education in HR does not prepare the young, would-be HR manager to face and deal with the reality at the workplace. This book has been written to achieve this very purpose.

'Reality Bytes – The Role of HR in Today's World' has something for everyone – whether an HR student, a budding early career HR manager(1-3 years), a line manager who needs to be an HR manager in his own right to manage people or even a teacher or an entrepreneur trying to understand what HR is all about. This book is for you!

Beginning with the Employer and Employee Value Propositions and ending with the challenges faced by HR today, it is meant to be a simple contemporary ready reckoner covering the employee life cycle in an organization ('What' & 'Why' aspects) and balancing them with practical caselets illustrating concepts that work in organizations in today's times. The caselets also aim at getting the reader to think and find his/her own solutions based on learning/s in each chapter. Key points (leads) bringing out the crux of the matter have been separately highlighted to give them prominence.