

Book launched on the role of HR in city

that supports it.

The HR Group India (77) Learning Vertical today organised a book launch programme at Strategic Club, Anna Colony in which released HR report and author Aparna Sharma's book *Working Smart - The Role of HR in Today's World* was invited by Group Chairman, M. Mahesh Babbarao. The book focuses on the management of human resources and how the HR contributes to effective business management. Published by Pustak Sangrahalaya, Patancheru, the book is priced at Rs 200 and consists of 210 pages.

Speaking on the occasion, Ms Sharma said, "The single most competitive edge for any organisation in the marketplace is the people. Hence a deep conviction that this is true today and will be in future too."

She further said that "I have covered the entire life cycle of an employee in any organisation. From recruitment to retention, competency mapping to rewards and finally, last phase for retirement and exit, everything is presented in this book for a student or manager, employee or employer, to get maximum value and insight in to their roles."

Sharma, who completed her post graduation in personnel management and industrial relations from Mumbai's Tata Institute of Social Sciences, has had different roles in the HR function in Steel, Insurance, Services, UCB,



Department Bank and Insurance over 20 year career. At the 2006 World HRD Congress in 2005, she was felicitated with the HR Super Achiever award by HR News.

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