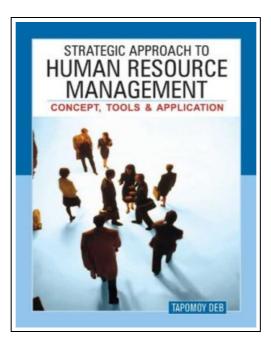
# Strategic Approach to Human Resource Marketing: Concept Tools and Application



Filesize: 2.97 MB

# Reviews

*This book is really gripping and fascinating. Of course, it is actually play, nonetheless an interesting and amazing literature. You will not feel monotony at anytime of the time (that's what catalogs are for about if you request me).* (Delbert Gleason)

# STRATEGIC APPROACH TO HUMAN RESOURCE MARKETING: CONCEPT TOOLS AND APPLICATION



Atlantic Publishers & Distributors (P) Ltd, 2006. Softcover. Book Condition: New. The present book is the most authentic presentation of contemporary concept, tools and application of Human Resource Management. All the latest developments in the arena have been incorporated. It remarkably differs from the books on the subject written in a conventional manner as it does not attempt to ?rediscover? Personnel Management under the garb of Human Resource Management. A separate chapter on Strategic Human Resource Management is the uniqueness of this book. Attempt has been made to provide for the ambitious students and the inquisitive scholars a comfortable, genuine and firm grasp of key concepts for practical application of Human Resource Management techniques in actual Business Organisations. Review Questions have been provided at the end of each Section to help the students prepare well for the examination. In its description of the entire conceptual framework of Human Resource Management, care has been taken to avoid jargons which usually obscure a work of this kind. Another speciality of the book is that it can be used as a textbook by students and as handbook by HR Managers and Practitioners. It will be highly useful for the students of MBA/MHRM/MPM/MLW/MSW in HRM and M.Com. courses of all Indian Universities. SECTION A ? HUMAN RESOURCE MANAGEMENT Summary Introduction to Human Resource Management Why Study Human Resource Management? Fundamental Concepts of Human Resources Fundamental Concepts of Management Concepts and Perspectives on Human Resource Management Definitions of Human Resource Management Features/Characteristics of Human Resource Management Human Resource Cycle Importance of Human Resource Management Environment of Human Resource Management Framework of Human Resource Management Functions of Human Resource Management Qualities of Human Resource Professional/Manager Human Resource Management as Profession The Human Resource Management Dilemma Human Resource Management and Organizational Performance Human Resource Strategy and Business...

Read Strategic Approach to Human Resource Marketing: Concept Tools and Application Online
Download PDF Strategic Approach to Human Resource Marketing: Concept Tools and Application

## You May Also Like

		Δ
		-
	-	

The About com Guide to Baby Care A Complete Resource for Your Babys Health Development and Happiness by Robin Elise Weiss 2007 Paperback Book Condition: Brand New. Book Condition: Brand New.

Save PDF »

_	- 1

#### Music for Children with Hearing Loss: A Resource for Parents and Teachers

Oxford University Press Inc, United States, 2014. Paperback. Book Condition: New. 228 x 156 mm. Language: English . Brand New Book. Written by an expert in the field who is both a teacher and a... Save PDF »

#### A Practical Guide to Teen Business and Cybersecurity - Volume 3: Entrepreneurialism, Bringing a Product to Market, Crisis Management for Beginners, Cybersecurity Basics, Taking a Company Public and Much More

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Adolescent education is corrupt and flawed. The No Child Left...

Save PDF »

		_	
	_		

Complete Early Childhood Behavior Management Guide, Grades Preschool-4 Book Condition: Brand New. Book Condition: Brand New. Save PDF »

_	

### Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How... Save PDF »