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## Maximizing Human Capital in Asia: From the Inside Out (Paperback)

By Elizabeth Martin-Chua

John Wiley and Sons Ltd, United Kingdom, 2009. Paperback. Condition: New. Language: English . Brand New Book. Organizations do not fully appreciate the link between people and business. They are too driven by short-term financial pressures, resulting in the failure to acknowledge the relationship between leadership, people management processes and business growth. Last but not least, employees true needs are also not satisfied. What is the solution? As growth is the objective of all parties, HR must build an employee value proposition that would achieve this. This value proposition has to premise itself on satisfying employees needs that will result in highly engaged employees, who in turn will deliver high-quality products and services, bringing about happy customers. This interactive process will maximize the human capital and business growth through a strong employer and product brand. In particular, to be successful in Asia, it is important to synergize East with West in all decision making. Three approaches are recommended: Global for Local, Local for Local and Local for Global. The first is having a mindset of a global framework allowing for local customization when necessary. The second is encouraging local for local initiatives to capitalize on local advantages. The third is...



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