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## Leveraging the New Human Capital: Adaptive Strategies, Results Achieved, and Stories of Transformation

*By Sandra Burund, Sandra Tumolo*



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Leveraging the New Human Capital forever changes the way managers see today's highly complex employees. Through interviews with corporate executives, overviews of available research and four stories of major corporations, the book sets out five specific strategies organizations can use to adapt to this new workforce.



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### **Editorial Review**

#### **Review**

An easy read. The authors have written an insightful guide for the Information Age workforce. -- *Human Resource Planning*, Jan. 1, 2005

Compelling argument for why organizations need to change their basic beliefs about the nature of business, human beings, work itself. -- *Academy of Management Executive*, May-July 2005

For practitioners in the field or organizations wondering whether a work-life strategy makes sense, this is arguably the definitive work. -- *Work and Family*, January 14, 2005

Helps managers understand the structural changes in today's workforce and how they can be turned to an advantage. -- *Reference & Research Book News*, February 2005

Humdinger of a book. One of the best of the breed. Cogent, comprehensive summary of strategies, programs, benefits, schemes, ideas. -- *Journal of Employee Communication Management*, May/June 2005

Packed with cogent case studies, good ideas, broad directions, lot of inspiration. Excellent strategic analysis with insightful organizational behavior understanding. -- *Training Media Review*, May-June 2006

Peppered with examples and statistics that illustrate how focusing on human capital benefits the bottom line. Solid research. -- *Industry Week*, February 2005

Provides numerous concrete examples such as setting shifts to coincide with family care resources. Recommended. -- *Choice*, March 2005

Puts the information in an easy-to-access form; ultimately it really focuses on the business case for utilizing these practices. -- *Human Resource Planning*, Sept-Nov, 2005

Stands out because it backs up its ideas with wisdom from today's best business thinkers and experiences of successful organizations. -- *Soundview Executive Book Summaries*, July 2005

#### **From the Publisher**

Winner of the Academy of Human Resource Development 2005 Outstanding Book of the Year

#### **From the Author**

We wrote this book because we have both worked with organizations struggling to succeed in an increasingly complex business environment. Many managers realize human capital is important to their organization's success, but don't understand what it really means to manage people as human capital. They recognize major changes in the workforce, but realistically, most managers are way too busy to figure out what to do about it.

We believe that changing the way of looking at the problem can illuminate new solutions and used that approach while developing our ideas and in the way we present them. We recognize that humanistic people strategies are only viable if the organizations themselves succeed. We wanted to identify a new way of

managing people that is mutually advantageous, because in the end, that's the only kind of management approach that lasts. This book replaces the "either/or" proposition (the well-being of people in organizations or organizational success) with one of mutuality. It is based on knowledge gained from our own experiences as well as the ideas and experiences of executives, managers, and researchers.

We wanted to write a book that would resonate with business leaders and individuals--one that recognizes the challenges facing them and helps move their organizations forward. Most of all, we wanted to take a positive approach, finding a way to turn the realities of today's complex business environment into an advantage. We hope our book stimulates new thinking and enables both organizations and the people within them to thrive.

Sandy Burud & Marie Tumolo

## **Users Review**

### **From reader reviews:**

#### **Cassandra Martin:**

The book untitled Leveraging the New Human Capital: Adaptive Strategies, Results Achieved, and Stories of Transformation is the guide that recommended to you to learn. You can see the quality of the guide content that will be shown to you. The language that publisher use to explained their ideas are easily to understand. The author was did a lot of exploration when write the book, so the information that they share for your requirements is absolutely accurate. You also could get the e-book of Leveraging the New Human Capital: Adaptive Strategies, Results Achieved, and Stories of Transformation from the publisher to make you more enjoy free time.

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#### **Debra Capone:**

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