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Nota di contenuto	Cover; Table of contents; Viewpoint - Today's talent contest: the battle for talent in the UK is hotting up; Coping with the talent shortage; Are you thinking what I'm thinking? Probably not!; Better than Brand X; Interview with Glyn House; Communicating Total Reward at O2; Age discrimination: don't let the joke be on you; A critical mass of women; Guarding against discrimination; Education for life?; Interview with Marcus Buckingham; Abstracts; Suggested reading; What's on the web
Sommario/riassunto	People are the most important asset of any organisation. Structured recruitment policies and retention strategies are crucial in order to select and keep the most talented individuals in your company. This e-book uses an original mix of reviews, case studies and interviews to address issues of gender and age discrimination, and offer practical advice about how to cope with the talent shortage. There are reviews ranging from how to select international business managers effectively, to the disparity between recruiter and applicant expectations in China, while a case study from O2 describes how