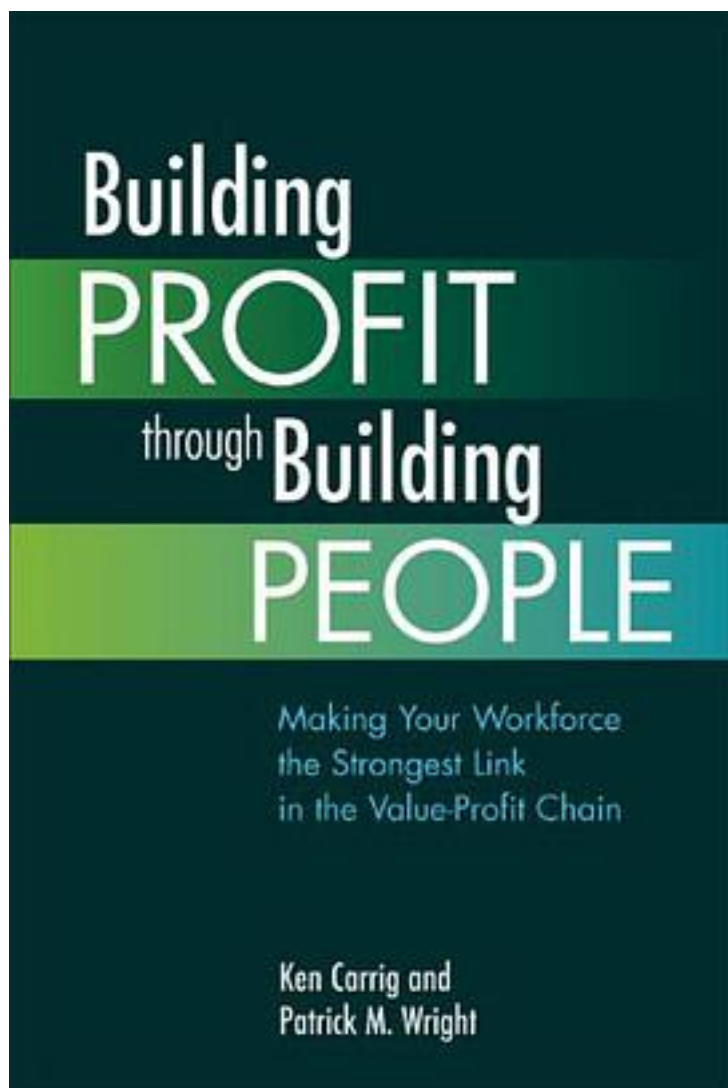


Building Profit Through Building People



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This instructive field book will guide human resource professionals and company management in their use of the profit value chain to build profitability through good management. This book contains instruction for human resource professionals on becoming successful strategic partners in their companies and includes information for company management on how strategic human resource can contribute to an organisation's financial success. It focuses on practical, "how-to" steps in implementing value profit chain principles using the experiences of SYSCO, Sears, Continental Airlines, and other large, well-known organisations.

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