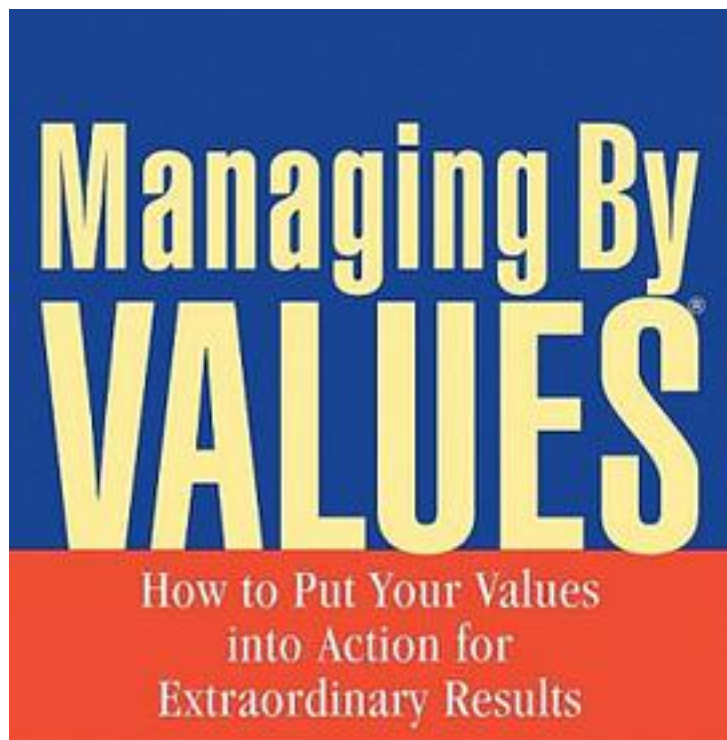


Managing by Values



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The changes of the 21st century have fuelled the drive for a fundamental rethinking of organizational structure and operating philosophy. Recognizing the individual and collective value of employees to the success of any corporation has graduated from option to obligation. A growing trend toward knowledge workers and more highly educated employees has made effective human resource management a key metric separating the corporate wheat from the chaff. Studies confirm that the way people are managed and developed delivers a higher return on investment than new technology, R&D, competitive strategy or quality initiatives. In this book, the authors contend that the broader management models of Management by Instructions and Management by Objectives fail to position organizations for competitive success. What is needed is a strategic leadership tool whose practical application will mine market potential through its relevance to individual organizational members. With a step-by-step guide to implementation, "Managing by Values" is just such a tool.

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