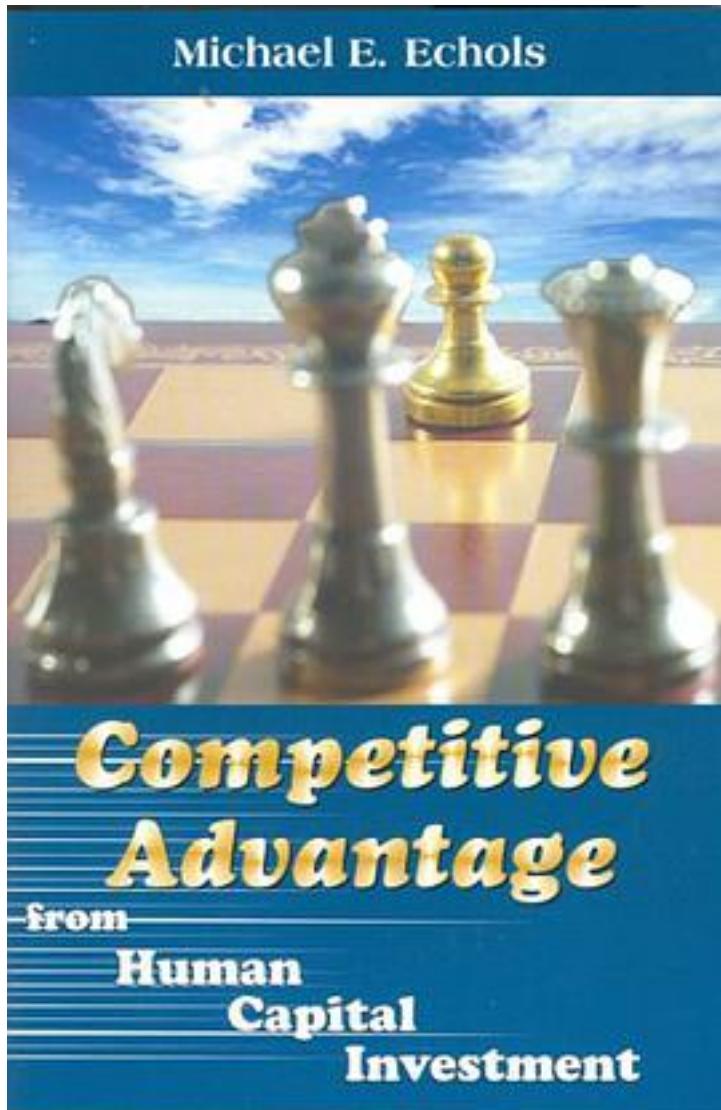


# Competitive Advantage from Human Capital Investment



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Competitive Advantage extends the conversation regarding human capital beyond a general observation. It makes the subject actionable by providing executives with the measurements and models needed to define policies, practices and procedures that result in measurable competitive advantage and doing it before competitors figure them out. It provides tools for managers to measure training and development. It provides invaluable tips to manage time, motivation and personal energy as the critical scarce resources that are at least as important if not more so than cash. It recognizes a flat world and the different kind of competition American business is facing today.

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