Global Talent Management
Challenges, Strategies, and Opportunities

Contents

Fields of interest
Human Resource Management; Emerging Markets/Globalization; Cultural Management

Target groups
Professional/practitioner

Discount group
Professional Non-Medical

Enterprise Resource Planning
Fundamentals of Design and Implementation

This book introduces the fundamental principles of understanding business requirements to apply enterprise resource planning (ERP) in order to meet business needs. The book also helps readers understand the usage of ERP for monitoring and controlling business processes, while providing practical oriented solutions to the design and implementation of ERP. Using the provided framework, a business can decide to provide more value at lower cost which increases its competitive advantage. This should be an ideal reference for executives, researchers and consultants in project management of ERP.

Features
- Provides practical oriented solutions to the design and implementation to ERP
- Helps readers understand the usage of ERP for monitoring and controlling business processes
- Ideal resource guide for executives, researchers and consultants in project management of ERP

Contents

Fields of interest
Production/Logistics/Supply Chain Management; Operation Research/Decision Theory; Industrial and Production Engineering

Target groups
Professional/practitioner

Discount group
Professional Non-Medical

Inductive Fuzzy Classification in Marketing Analytics

To enhance marketing analytics, approximate and inductive reasoning can be applied to handle uncertainty in individual marketing models. This book demonstrates the use of fuzzy logic for classification and segmentation in marketing campaigns. Based on practical experience as a data analyst and on theoretical studies as a researcher, the author explains fuzzy classification, inductive logic and the concept of likelihood and introduces a blend of Bayesian and Fuzzy Set approaches, allowing reasonings on fuzzy sets that are derived by inductive logic. By application of this theory, the book guides the reader towards a gradual segmentation of customers which can enhance return on targeted marketing campaigns. The algorithms presented can be used for visualization, selection and prediction. The book shows how fuzzy logic can complement customer analytics by introducing fuzzy target groups. This book is for researchers, analytics professionals, data miners and students interested in fuzzy classification for marketing analytics.

Features
- Provides a solid foundation of fuzzy classification and inductive logic and their application in marketing
- Includes a case study of a real world application at a financial institute
- Visualizes the abstract concepts with numerous illustrations

Contents
A Gradual Concept of Truth.- Fuzziness and Induction.- Analytics and Marketing.- Prototyping and Evaluation.- Precisiating Fuzziness by Induction.

Fields of interest
Business Information Systems; Data Mining and Knowledge Discovery; Marketing

Target groups
Research

Discount group
Professional Non-Medical
Talent Relationship Management

Competitive Recruiting Strategies in Times of Talent Shortage

In times of growing talent shortage, companies have to find new ways to fill their strategic positions from the outside. This book presents useful and competitive solutions for hiring talented and motivated employees. The author presents four concrete fields of action to achieve this and provides the reader with definitions of strategically relevant key and bottleneck functions. The book emphasizes the fact that employers must sell relevant functions just like they would as part of an employer branding strategy. Employers are moving towards active sourcing strategies beyond job ads and headhunting. They must maintain and manage relations with promising talent once they have been identified.

Features

- Presents practice-driven and feasible ideas for Human Resource Management and recruiting
- Provides innovative tools for Human Resource Management
- Offers practical guidance in recruiting hard-to-be-filled positions in the company

Contents


Fields of interest

Human Resource Management; Organization/Planning; Careers in Business and Management

Target groups

Professional/practitioner

Discount group

Professional Non-Medical

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