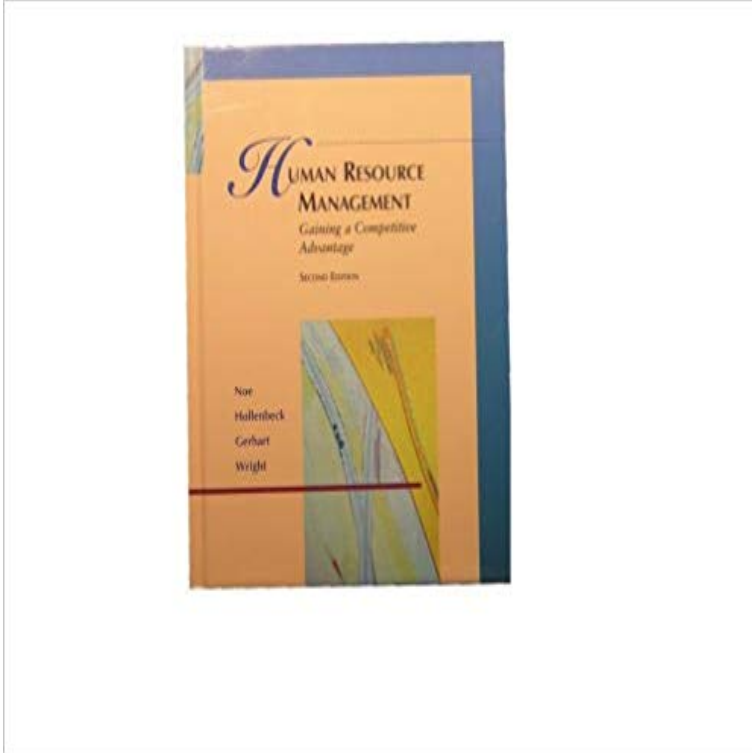


# Human Resource Management: Gaining a Competitive Advantage



The authors of this text present the view that effective management of human resources is necessary to gain a competitive advantage. The four challenges that they face are the global challenge, the quality challenge, the social challenge and the high performance work challenge. This text provides students with the technical background needed to be a successful HR professional. The text also emphasizes how managers can more effectively acquire, develop, compensate and manage the internal and external environment that relates to the management of human resources.

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