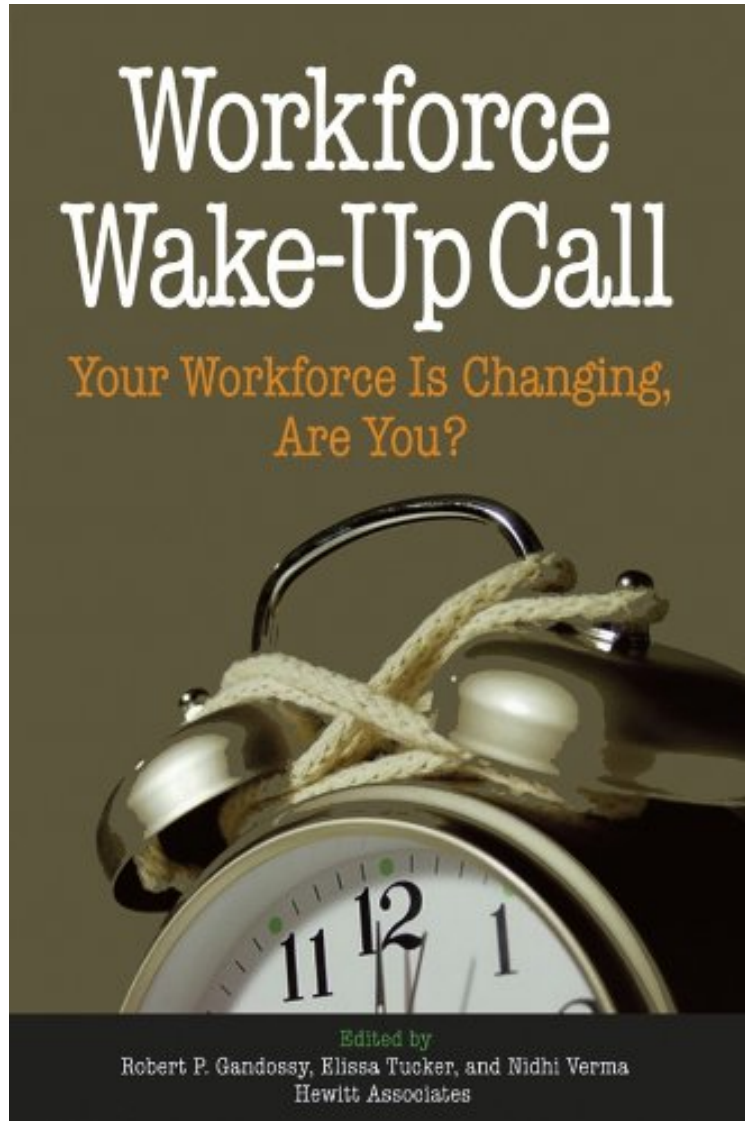


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Praise for Workforce Wake-Up Call "Great questions + great thinkers = novel ideas. Workforce Wake-Up Call deals with the challenges of getting, revitalizing, treating (engaging), and leading talent in today's workplace. These talent issues are at the core of successful organizations. And the authors deal with these challenges as a marvelous mix of

theory, research, and practice. This anthology offers practical insights that give hope for mastering the challenges of the new workforce." --David Ulrich, Professor, Ross School of Business University of Michigan and Partner, The RBL Group "In the near future, there will be dramatic shifts in workplace practices and a further evolution of employment relationships. The authors provide provocative insights that help business leaders better navigate the talent maze and workforce challenges." --J. Randall MacDonald, Senior Vice President of Human Resources, IBM "This book addresses the question that all companies need to answer: Are your talent management efforts competitively positioning the business? The global economy is leveling the playing field on many fronts, leaving talent as the one true area where your company can gain leverage in the marketplace. Change is proving to be a constant in the workplace, and the authors have created a great blueprint for handling these ever-present challenges in the recruitment and retention of your workforce. This book is a must-read for any executive serious about building a high-performing team and achieving sustainable advantage for both today and tomorrow." --Dennis Donovan, Executive Vice President of Human Resources, The Home Depot "The best ideas from the best minds on the workforce of the future!" -- Marshall Goldsmith, author or coeditor of twenty books, including *The Leader of the Future* (a BusinessWeek bestseller) and *Global Leadership: The Next Generation* Contributors to *Workforce Wake-Up Call* include: * Max Bazerman, Harvard Business School coauthor of *Predictable Surprises* * Peter Cappelli, The Wharton School author of *The New Deal at Work* * Lynda Gratton, London Business School author of *The Democratic Enterprise* * Ed Lawler, University of Southern California author of *Treat People Right!* * Thomas Malone, MIT Sloan School of Management author of *The Future of Work* * N. R. Narayana Murthy, Chairman of Infosys Technologies Limited * Nigel Nicholson, London Business School author of *Executive Instinct* * Jeffrey Pfeffer, Stanford University author of *The Human Equation* * Matt Schuyler, Executive Vice President of Human Resources, Capital One * Ricardo Semler, President of Semco author of *The Seven-Day Weekend* * Noel Tichy, University of Michigan author of *The Leadership Engine* * Sheila Wellington, Stern School of Business author of *Be Your Own Mentor*

From the Inside FlapWe are currently at the beginning of a seismic shift in the workforce. No one has enough foresight to predict exactly how this shift will play out, nor can we fully understand precisely how organizations should better prepare themselves for the challenges ahead. But one thing is certain--few organizations are ready and many are just muddling through. In a knowledge economy, with the largest and fastest growing expense being people, this can be a costly mistake. Executives, talent managers, and human resources professionals who want to compete and win will have to face these workforce changes with open eyes and innovative strategies. Drawing from experts across a wide spectrum of disciplines, *Workforce Wake-Up Call* is an all-in-one guide for business leaders seeking to move into the future of talent management and face these challenges head-on. This collection of chapters from an all-star list of contributors provides leaders with a holistic picture of the changing workforce and how it will affect talent management. Even better, the book is packed with effective solutions from leading companies. A practical discussion of topics like human capital investment, the competition for scarce talent, using Customer Relationship Management as an employee management system, and the future of leadership development, make this book prescriptive as well as theoretically rigorous. With the kind of insight you'll find nowhere else, from talent experts and business leaders known for trailblazing and innovation, *Workforce Wake-Up Call* brings talent management into the twenty-first century and shows managers how to confront and beat the challenges that lay ahead.
From the Back CoverPraise for *Workforce Wake-Up Call* "Great questions + great thinkers = novel ideas. *Workforce Wake-Up Call* deals with the challenges of getting, revitalizing, treating (engaging), and leading talent in today's workplace. These talent issues are at the core of successful organizations. And the authors deal with these challenges as a marvelous mix of theory, research, and practice. This anthology offers practical insights that give hope for mastering the challenges of the new workforce." mdash;David Ulrich, Professor, Ross School of Business University of Michigan and Partner, The RBL Group "In the near future, there will be dramatic shifts in workplace practices and a further evolution of employment relationships. The authors provide provocative insights that help business leaders better navigate the talent maze and workforce challenges." mdash;J. Randall MacDonald, Senior Vice President of Human Resources, IBM "This book addresses the question that all companies need to answer: Are your talent management efforts competitively positioning the business? The global economy is leveling the playing field on many fronts, leaving talent as the one true area where your company can gain leverage in the marketplace. Change is proving to be a constant in the workplace, and the authors have created a great blueprint for handling these ever-present challenges in the recruitment and retention of your workforce. This book is a must-read for any executive serious about building a high-performing team and achieving sustainable advantage for both today and tomorrow." mdash;Dennis Donovan, Executive Vice President of Human Resources, The Home Depot "The best ideas from the best minds on the workforce of the future!" mdash;Marshall Goldsmith, author or coeditor of twenty books, including *The Leader of the Future* (a BusinessWeek bestseller) and *Global Leadership: The Next Generation* Contributors to *Workforce Wake-Up Call* include: Max Bazerman, Harvard Business School coauthor of *Predictable Surprises* Peter Cappelli, The Wharton School author of *The New Deal at Work* Lynda Gratton, London Business School author of *The Democratic Enterprise* Ed Lawler, University of Southern California author of *Treat People Right!* Thomas Malone, MIT Sloan School of Management

author of *The Future of Work* N. R. Narayana Murthy, Chairman of Infosys Technologies Limited Nigel Nicholson, London Business School author of *Executive Instinct* Jeffrey Pfeffer, Stanford University author of *The Human Equation* Matt Schuyler, Executive Vice President of Human Resources, Capital One Ricardo Semler, President of Semco author of *The Seven-Day Weekend* Noel Tichy, University of Michigan author of *The Leadership Engine* Sheila Wellington, Stern School of Business author of *Be Your Own Mentor* About the Author Robert P. Gandossy is Global Leader for Hewitt Associates' Talent and Organization Consulting Practice. He is the author of nearly fifty articles and six books on topics including leadership, human resources, and business ethics. He holds a PhD from Yale University. Elissa Tucker is a senior consultant in the Research Practice at Hewitt Associates. She leads research studies on a wide array of talent management topics and is an expert on workforce trends. Nidhi Verma is a senior consultant in the Talent and Organization Consulting Practice at Hewitt Associates. She specializes in talent management and performance improvement.