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Michael Armstrong is the UK's bestselling author of Human Resource Management books including

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1 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Armstrong (1999, p.3) says that HRM is concerned with the employment, development and reward of people in organisations and the conduct of relationships between management and the workforce .

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THE PRACTICE OF HUMAN RESOURCE MANAGEMENT

6 1. INTRODUCTION Human resource management (HRM) emerged as a concept in the 1980s. Rebranding personnel management quickly became popular, but many organisations had little awareness of the theory behind the concept.

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INTRODUCTION The onset of globalization has prompted businesses and its leaders to think and act globally to be able to gain competitive advantage. Globally competitive organizations will depend on the uniqueness of their human resources and the systems for managing human resources effectively to become successful. Indian organizations are witnessing a change in systems, management cultures

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Armstrong Kotler Marketing An Introduction Pearson

With engaging real-world examples and information, Marketing: An Introduction shows students how customer value creating it and capturing it drives every effective marketing strategy. The Twelfth Edition reflects the latest trends in marketing, including new coverage on online, social media, mobile, and other digital technologies.

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Armstrong's Handbook of Strategic Human Resource Management

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