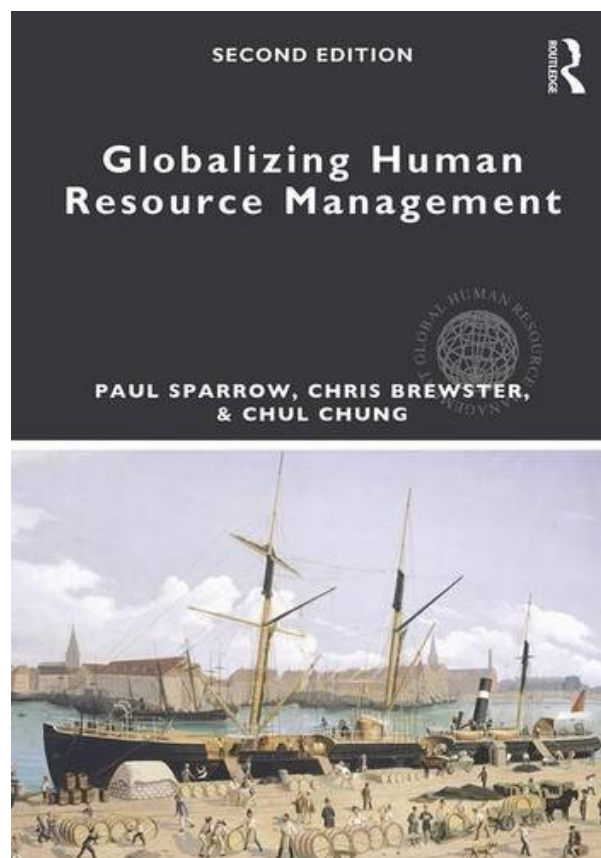


GLOBALIZING HUMAN RESOURCE MANAGEMENT (GLOBAL HRM) BY PAUL SPARROW, CHRIS BREWSTER, CHUL CHUNG



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Globalizing Human Resource Management

PAUL SPARROW, CHRIS BREWSTER,
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Review

'This book is timely, thorough, and useful. With geographic national borders being replaced by global firms, the authors unravel both the HR implications of a global strategy and the HR implications of working in different countries. By reading and using the book, line managers and HR professionals committed to globalization will define and create the capabilities needed for success. An exceptional work.'

Dave Ulrich, University of Michigan Business School, USA

'This the latest and the best book providing an in-depth analysis and understanding of the essence of globalizing the management of human resources. Written by three of the most well-known experts in the field, the thirteen chapters describe, with excellent examples, the latest trends and insights in human resource management and the implications of managing a global organization effectively. This is a "must" book for all HR professionals, faculty and students who really want to know what is happening in the field and what is likely to unfold in the coming years!'

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Azam Ali, Regent's Business School London, UK

About the Author

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This new edition of Globalizing Human Resource Management examines the strategic and global issues of HRM by showing how organizations address the tradeoffs between global integration and local responsiveness. Sparrow, Brewster, and Chung discuss varying methods of globalized talent management and employer branding and conclude with a multi-dimensional approach to HRM.

The second edition includes:

- Updated analyses of talent management, employer branding, and outsourcing of HRM
- Broader geographic focus, including a new focus on Asian firms and other emerging markets
- Exploration of the impact of strategic management thinking on HR as well as the latest research in other areas, such as operations, marketing, and economic geography

Complementing traditional international HRM texts, this is an ideal book for any student interested in the actual strategic logics being pursued by the HR function today.

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