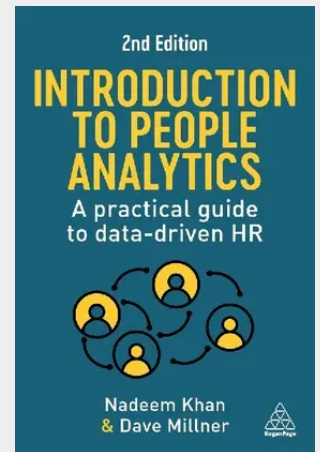


Introduction to People Analytics

A Practical Guide to Data-Driven HR

How can HR practitioners with little or no experience of analytics feel confident in their ability to find, analyse and use workforce data to make better business decisions? This book has the answers. An understanding of people analytics is a crucial skill for all HR professionals. This new edition provides expert guidance on the key aspects of analytics, enabling all HR professionals to feel confident in their ability to handle employee and organizational data. It features new material on applying data to respond to external disruption such as COVID-19 as well as how to develop a people analytics journey. There is also advice on recruiting people analytics specialists and embedding new data-driven operating models within HR. This book is essential reading for all HR professionals to develop understanding of how and where HR analytics can make a tangible difference to organizations. With updated case studies and thought leadership examples from companies including NHS, AstraZeneca and Swarovski, this book demonstrates how people analytics can be leveraged to improve culture and employee engagement, increase performance and reduce costs.

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185,90 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781398610071
Medium: Buch
ISBN: 978-1-3986-1007-1
Verlag: Kogan Page
Erscheinungstermin: 25.07.2023
Sprache(n): Englisch
Auflage: 2. Auflage 2023
Produktform: Gebunden
Gewicht: 1204 g
Seiten: 400
Format (B x H): 175 x 250 mm

