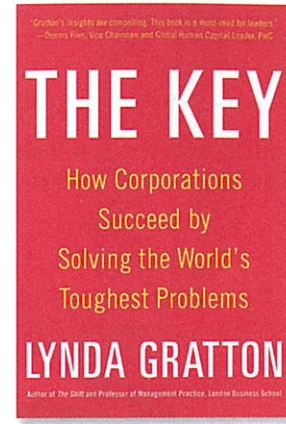


**WINNING THE WAR FOR TALENT:
HOW TO ATTRACT & KEEP THE
PEOPLE WHO MAKE YOUR
BUSINESS PROFITABLE**

Author: Mandy Johnson
Publisher: Wiley
RRP: \$29.95

This is a book for HR professionals seeking new and different ways to improve the effectiveness of their recruitment processes and capabilities. Drawing on her experience with Flight Centre where she pioneered a new approach to recruitment, author Mandy Johnson outlines the “Highfliers 7-step System” to recruiting and retaining great talent. She also explains three “secret weapons” of great hiring: recruitment as a sales process, speed recruitment, and hiring for attitude but training for skill. The book accurately describes what great recruitment entails and includes a number of examples to illustrate. It discusses issues such as corporate attitudes, the involvement of line managers, salaries and effective measurement, and details an unconventional but impressive approach to improving training operations within a company. Useful and informative, *Winning the War for Talent: How to Attract & Keep the People Who Make Your Business Profitable* is an excellent read for those interested in effectively attracting and retaining the best talent on the market.

By Chadielle Fayad

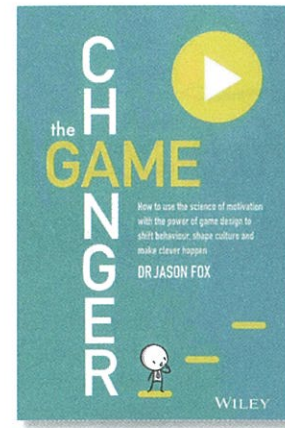


**THE KEY: HOW CORPORATIONS
SUCCEED BY SOLVING THE
WORLD'S TOUGHEST PROBLEMS**

Author: Lynda Gratton
Publisher: McGraw-Hill
RRP: \$44.95

In *The Key: How Corporations Succeed by Solving the World's Toughest Problems*, top management guru Lynda Gratton shares insights into the future of work, human capital and the power of big business to solve global problems. It is broken down into five sections and includes chapters on leveraging research and innovation capabilities, transformation of leadership, as well as trends shaping corporations and work. Gratton explains that change is realised through a model based on three concentric spaces: the inner-most sphere (building inner resilience within the business), the second sphere (anchoring in the community), and the outer-most sphere of influence and resources (addressing global challenges). The book also looks at how companies like IKEA, Nike, Vodafone and Unilever employ innovative measures to help resolve significant social issues. *The Key* is essentially a letter to the world's business leaders about what workers, consumers and investors can expect from corporations and how to act in accordance with those expectations.

By Chadielle Fayad



**THE GAME CHANGER: HOW TO
USE THE SCIENCE OF MOTIVATION
WITH THE POWER OF GAME
DESIGN TO SHIFT BEHAVIOUR,
SHAPE CULTURE AND MAKE
CLEVER HAPPEN**

Author: Dr Jason Fox
Publisher: Wiley
RRP: \$29.95

The Game Changer: How to Use the Science of Motivation With the Power of Game Design to Shift Behaviour, Shape Culture and Make Clever Happen is a refreshingly charismatic take on how to improve workplace motivation through the science of gamification. Readers can expect witty and straightforward advice on how to abolish current motivational stigmas and introduce the power of gaming in the workplace. The book is divided into three sections that take readers on a journey through established methods for boosting motivation, the rise and relevance of gaming in the workplace, and how simple it is to apply in both theory and practice. It does so through simple and humorous examples, quotes and informative statistics – which are all designed to engage readers and explain concepts in a way that encourage readers to instantly create a “game of game”. This book is ideal for any leader or manager that wants to realise a personal behavioural shift, better inspire employees or instil change for the better.

By Alexson Nounrasi



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