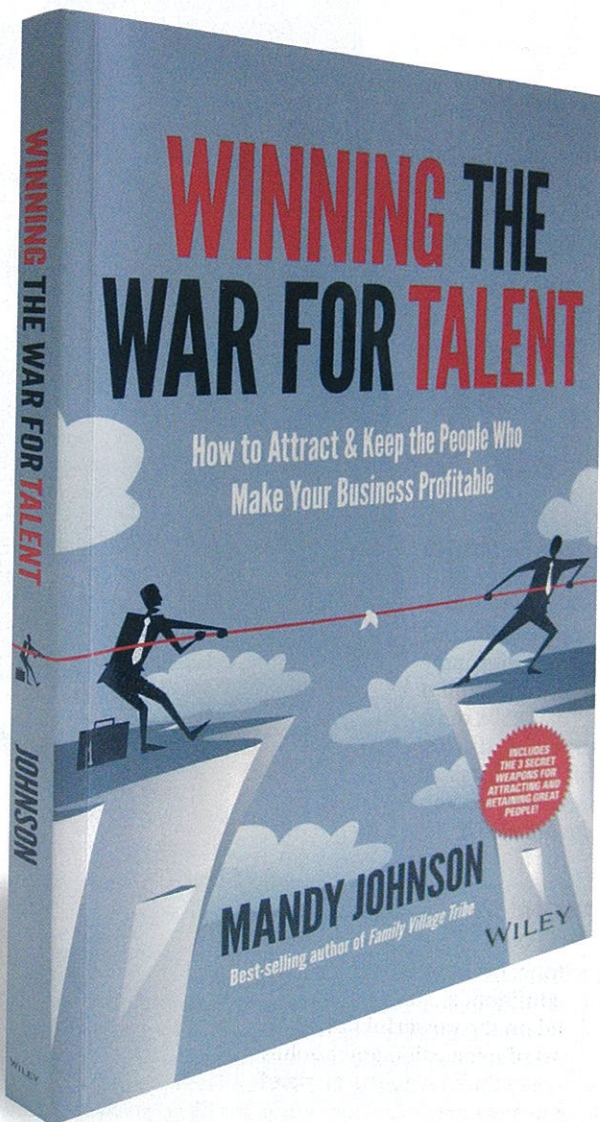




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GET YOUR MIND TICKING WITH THESE TEXTS



Winning The War For Talent

> MANDY JOHNSON

Publisher: Wiley

RRP: \$29.95

AIM member: \$26.96

How do you attract and keep talented employees? It is a question that keeps many CEOs awake at night. *Winning The War For Talent* explains that most companies don't apply the same level of rigour and measurement to HR as they do to their other business systems and this can be blamed for recruitment problems.

Author Mandy Johnson believes the continuous improvement of people practices is now essential for long-term business success and employers need to forget the old school of thought that "employees are lucky to be working here" and, instead, convince prospective employees that your organisation is the right fit for them.

Johnson warns that managers are often conditioned to thinking corrective measures need to be huge and expensive, and overlook simple changes.

The book offers techniques that are affordable and easily implemented. It provides three secret weapons to great recruitment: treating recruitment like you would sales, speeding up the recruitment process, and hiring for attitude and training for skills. It discusses what the top five attitudes to look for in candidates are and how to screen for them.

It also outlines hidden motivators that fill vacancies and how to keep high-fliers once you've snagged them.

The greatest challenge for HR managers is changing their own ingrained beliefs about recruitment and this book not only urges you to think differently about the staff who make up your organisation but also gives you the tools to win over the best people for your business.

Emma Williams



Andrew Winston, founder of sustainability advisers Winston Eco-Strategies, believes climate change to be real and the business world needs to be prepared.

During his career he has advised some of the world's leading companies on sustainability and corporate strategy and now offers these ideas to the reader.

In *The Big Pivot*, Winston uses a variety of case studies and examples from more than

The Big Pivot Radically Practical Strategies for a Hotter, Scarcer and More Open World

> ANDREW S. WINSTON

Publisher: Harvard Business Review Press

RRP: \$25

AIM member: \$22.50

140 companies including the likes of Unilever, Nike and Boeing to provide a blueprint

for company leaders who are ready to change. There are "mega challenges" that threaten how we do business and the stability of our global economy, but Winston believes these challenges also offer mega opportunities.

When it comes to sustainability there needn't be a loser, and with the right strategies and tactics both business and the environment can win.

Angela Carroll