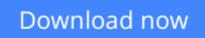


# The Human Capital Edge: 21 People Management Practices Your Company Must Implement (Or Avoid) To Maximize Shareholder Value

Bruce N. Pfau Phd, Ira T. Kay Phd



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Global human resources consulting firm Watson Wyatt has conducted a large body of research on 25 human capital management practices showing, for the first time, how these practices can raise or lower the stock price of a company and by how much. This research, cited in the *Wall Street Journal*, the *New York Times*, and *Forbes*, is the foundation of the *Human Capital Edge*, and brings a new level of financial measurement-based precision to the too-often fuzzy world of management books.

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