



## The Talent Management Handbook, Second Edition: Creating a Sustainable Competitive Advantage by Selecting, Developing, and Promoting the Best People (Hardback)

By Lance A. Berger, Dorothy R. Berger

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Sustainable competitive advantage is the key to business success. It is the force that enables a business to have greater focus, more sales, better profit margins, and higher customer and staff retention than competitors. It is the major driver of long-term business value and is what purchasers will place the most value on when looking to acquire a business.Â Therefore, to successfully compete, small businesses need to develop a sustainable competitive advantage that is based on providing superior value to a specific niche. There is another advantage that is often referred to and that is first mover advantage.Â Work out the key things that you need to do really well to support and deliver the value proposition. Kindle Download Free The Talent Management Handbook: Creating a Sustainable Competitive Advantage by Selecting, Developing, and Promoting the Best People Pdf ePub. The Talent Management Handbook: Creating a Sustainable Competitive Advantage by Selecting, Developing, and Promoting the Best People Pdf Doc Free Download. Download Torrent The Talent Management Handbook: Creating a Sustainable Competitive Advantage by Selecting, Developing, and Promoting the Best People Pdf EPub Free. Free Download The Talent Management Handbook: Creating a Sustainable Competitive Advantage by Selecting, Developing, ...

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