

Kotler Keller Koshy Jha Marketing Management 13th Edition Pdf

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in compensation and benefit design bashker d biswas shows exactly how to bring
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 assesses the full financial impact of executive compensation programs and employee

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a new collection of best practices for designing better compensation and benefit programs 2 authoritative books now in a convenient e format at a great price 2 authoritative ebooks help you drive more value efficiency and competitive advantage from compensation and benefits programs compensation and benefit programs are the largest expenses in most organizations in service organizations they often represent more than 50 of total costs in this unique 2 ebook package leading consultant bashker d biswas helps you systematically optimize these programs to maximize value efficiency and competitive advantage in employee benefits design and planning biswas brings together all the knowledge you need to make better benefits decisions he introduces core principles for ensuring proper financing funding compliance and recordkeeping accurate actuarial calculations and effective employee communication building on these principles he guides you through benefits ranging from healthcare and disability insurance to retirement and cafeteria plans you ll find up to date discussions of complex challenges such as the affordable care act and global benefits planning throughout he offers essential insights for managing rising costs and risks while ensuring that benefits programs improve productivity reflect best practices and align with your organization s strategy and goals next in compensation and benefit design biswas helps hr professionals bring true financial and accounting discipline to compensation and benefit design tightly align talent management to strategy and quantify program performance in the language of finance biswas thoroughly explains best fit practices for superior program design demystifies relevant financial and accounting concepts and illuminates key connections between hr program development and gaap ifrs accounting requirements his far reaching coverage ranges from integrating compensation and benefits into balanced scorecards to managing expatriate compensation biswas reveals the true financial implications of every element of modern compensation and benefit programs from base

salaries to stock incentives sales compensation to healthcare cost containment perhaps most important he helps you systematically measure the value of your investments so you can both prove and improve your performance simply put this collection brings together unparalleled tools for optimizing compensation and benefits programs whether you re in hr finance line of business management or corporate management from dr bashker d biswas world renowned expert in employee compensation and benefits program design

the motive of writing an academic book on working capital practices is to explore and uncover a new dimension in this field by conducting in depth research and analysis the book aims to delve deeper into the subject matter and reveal aspects that have been underrepresented or not extensively studied in existing literature the goal is to contribute fresh insights methodologies or approaches related to working capital management thereby advancing the understanding and knowledge in this domain by presenting this new dimension the book seeks to add value to the academic literature and benefit students researchers and practitioners in the field of finance and business management ultimately the aim is to push the boundaries of knowledge inspire further research and foster more effective working capital practices for businesses and organizations

in compensation and benefit design bashker d biswas shows exactly how to bring financial rigor to the crucial people decisions associated with compensation and benefit program development this comprehensive book begins by introducing a valuable human resource life cycle model for considering compensation and benefit programs next biswas thoroughly addresses the acquisition component of compensation as well as issues related to general compensation equity compensation and pension accounting he assesses the full financial impact of executive compensation programs and employee benefit plans and discusses the unique issues associated with international hr systems and programs this book contains a full chapter on hr key indicator reporting and concludes with detailed coverage of trends in human resource accounting and the deepening linkages between financial and hr planning replete with both full and mini case examples throughout the book also contains chapter ending exercises and problems for use by students in hr and finance programs hr managers are under intense pressure to become strategic business partners many unfortunately lack the technical skills in financial analysis to succeed in this role now respected hr management educator dr steven director addresses this skill gap head on writing from hr s viewpoint director covers everything mid level and senior level hr professionals need to know to formulate model and evaluate their hr initiatives from a financial and business perspective drawing on his unsurpassed expertise working with hr executives he walks through each crucial financial issue associated with strategic talent management including the quantifiable links between workforces and business value the cost benefit analysis of hr and strategic financial initiatives and specific issues related to total rewards programs unlike finance books for non financial managers financial analysis for hr managers focuses entirely on

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