



# Talent Economics: The Fine Line Between Winning and Losing the Global War for Talent

By Gyan Nagpal

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The employee is evolving, and the very concept of employment must evolve to keep pace. Most businesses are still trying to manage a 21st century workforce with 20th century management.

*Talent Economics*, as a discipline, sits at the fulcrum of Economics, the behavioral science dealing with how the forces to supply and demand allocate scarce resources, and Organization Development (OD), the HR practice area aimed at facilitating systemic change within organizations.

In his book, OD professional Gyan Nagpal seeks to bring workforce analysis, management practice and strategy together. He argues that the global marketplace needs to stop viewing the competition for talent as a problem that needs a solution.

Using an interdisciplinary approach to analyze talent needs, Nagpal decodes what it takes to attract, retain and develop today's employee, highlighting new approaches to manage a more aware, assertive and mobile workforce. By focusing equally on Macro Trends (which track the ebb and flow of talent within a market or industry system) and Micro Trends (which track how the economic contract between employee and employer is changing), he helps Talent Managers transform into forward-looking Talent Economists.

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*By Gyan Nagpal*

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**Talent Economics: The Fine Line Between Winning and Losing the Global War for Talent** By Gyan Nagpal **Bibliography**

- Sales Rank: #1800665 in Books
- Brand: Brand: Kogan Page
- Published on: 2013-01-28
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x .60" w x 6.10" l, .70 pounds
- Binding: Paperback
- 244 pages

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### Editorial Review

#### Review

This book allows the reader to navigate the talent markets of the future with confidence and creativity. It is a most valuable read for business managers and HR practitioners alike. **Dr. Martin Moehrle, Managing Director & Global Head of Talent, UBS**

Not just for human resource experts, this book is an essential addition to any leader's bookshelf. An organization's people are its ultimate strategic weapon, and Gyan Nagpal shows you how to build and deploy an exceptional work force. **Philip Anderson, INSEAD Alumni Fund Chaired Professor of Entrepreneurship**

*In a perpetual global war for talent, it is easy to get lost in the daily skirmishes. In Talent Economics, Gyan Nagpal accomplishes two rare things....provides a global battle plan and the specific tactics that can translate into success in today's high growth markets. Truly, this book is an important addition to the talent conversation.* **Rebecca Ray, Senior Vice President and Head - Global Human Capital, The Conference Board**

*This book is astonishing in its breadth and scope. It is a thoroughly entertaining read, filled with real life case studies and nuggets of historical fact.* **Govind Karunakaran, Chief Executive Officer, grupokaybee**

*Finally a business book I read cover to cover. Talent Economics is a good blend of intriguing and relevant data, with practical approaches to creating talent strategies that are relevant to both large globally dispersed corporations and smaller locally contained companies. As I was reading I was immediately thinking of ways to apply some of the strategies to my current challenges at making talent management more real and impactful in my organization. Simple concepts for an increasingly complex world - my kind of book.* **Timothy Huiting, Director, People and Organization Capability, Microsoft**

*This book will be particularly valued by those working in multi-cultural and multi-national enterprises. It looks at both broad concepts and ideas and gets into the detail of tackling the issues.* **Christopher Bennett, Director - BPA Australasia & Board Member - Center for Non-Profit Leadership**

CEOs, senior business leaders and line managers, HR Managers, consultants and trainers, professors and management students

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"*Talent Economics* is a very intuitive book, which makes for a very easy and enjoyable read. Full of rich knowledge as well as sound advice, it is something most managers should keep within reach." --**Sheetal**

**Singh**, Assistant Professor of Management, George Washington University

"With *Talent Economics*, Nagpal joins the ranks of Ram Charan and the authors of *Winning with Transglobal Leadership*, as go-to knowledge leaders for businesses looking to increase their presence in an ever-changing global economy." --**Soundview Executive Book Summaries**

"Covers trends across countries with respect to corporate governance, economic development, population growth fertility rates, gender and age, and educational assessment. These macro talent considerations add perspective to corporate decision making. ...Summing Up: Recommended. Upper-division undergraduate students through faculty, researchers, and professionals." --**CHOICE**

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"[A] great read and I highly recommend this book for business leaders and HR leaders alike." --**Abhishek Mittal**, Management Consultant

From the Author

Talent Economics is an honest attempt at answering a couple of pressing questions facing most global businesses today. Namely-

1. Why are we trapped in an unending "war for talent" ?
2. How should we respond?

The book starts out by mapping global talent trends, and then profiles how the global workforce of 3.6 billion workers will change by the year 2020. The aim is to help business leaders get ahead of key employment trends, rather than react *post factum*.

The book ends with an easy and intuitive framework for talent strategy. Most leaders say "talent is a key priority", but in reality, we find very few businesses today have a deliberate strategy to build a "future ready" workforce.

This book is easy to read and straightforward. I have deliberately skipped most of the jargon and written Talent Economics from a highly practical viewpoint; based on over 15 years of hands-on talent strategy experience with both small and large (Fortune 500) firms.

With over 35 case studies and well researched data, Talent Economics is an essential read for any senior manager, academic or consultant.

#### About the Author

Gyan is an award winning talent strategist and commentator, who is deeply invested in researching ongoing changes to the global talent pool. Over the last decade he has helped some of the worlds largest and most ambitious organisations build significant business franchises across the Asia Pacific Region.

As CEO and Principal at PeopleLENS Global Associates, Gyan trains and coaches business leaders on talent management; and travels the world speaking on leadership and 21st century talent trends. In addition, Gyan is also a senior fellow- human capital at the Conference Board and a member of the NTL Institute. You can follow his work and research at *PLGAonline.com*

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