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## Activate Human Capital: A New Attitude (Paperback)

By Richard N Morrison

Archway Publishing, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Over the last half century, college textbooks on management have taught the importance of valuing the human assets of a business, and they have also focused on how to effectively and appropriately manage those assets. And yet, we look around and rarely see it practiced. In Activate Human Capital, author Richard N. Morrison outlines the eight People-Focused Principles of Management, and he explains them in terms of the values that motivate people to want to do the work given to them. And even more, he shows how these values will actually get employees to initiate their work because they will see how it contributes to the overall purpose of the business. Each principle--such as giving people a purpose, communicating widely, accommodating change, creating a culture of worth and hope, and rewarding performance, to name a few--is linked to a component of human fulfillment, and then through research, personal experience, and shared stories, Morrison discusses how to activate each principle and demonstrates what it should look like in the workplace. Eight simple principles can help enhance all business relationships and improve efficiency, productivity, and profitability--if...



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