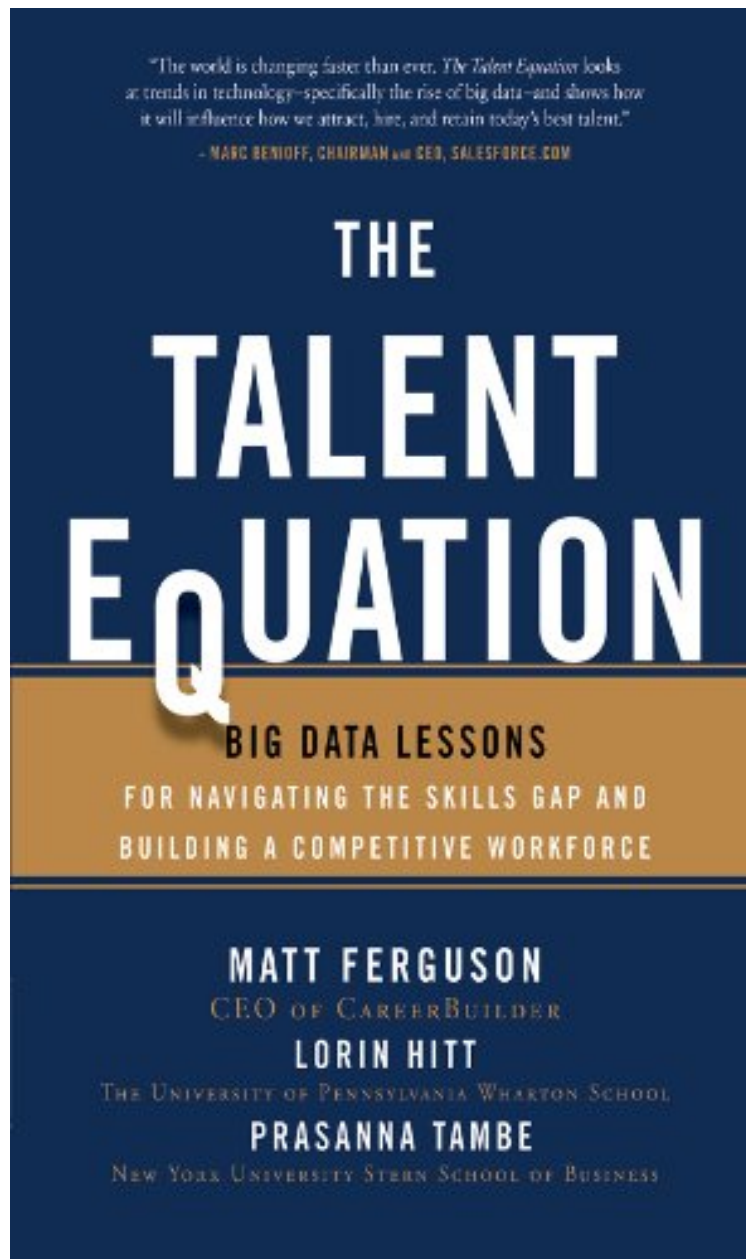


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The Talent Equation: Big Data Lessons for Navigating the Skills Gap and Building a Competitive Workforce

Matt Ferguson, Lorin M. Hitt, Prasanna Tambe
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If you are a job seeker, you will want to patiently read this book to get insights into current realities and trending horizons facing the talent recruitment industry. In this way, you will be more prepared for your job search as well as interviews. Especially valuable is the way the authors undertook to ask a number of clear, useful questions (yes,...they are framed from the standpoint of the hiring manager, the employer...but still very telling for job seekers) of available Big Data to glean the actionable insights that are reported...some of which are surprising while others are not surprising.
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The Talent Equation: Big Data Lessons for Navigating the Skills Gap and Building a Competitive Workforce
Matt Ferguson, Lorin Hitt, Prasanna Tambe
McGraw-Hill Professional
The Talent Equation examines the relationship between personnel and big data. In particular utilising data to recruit, train and retain employees. Companies using big data to analysis consumers has been occurring for years, and large companies particularly are good at collecting and analysing this data. This book looks at how to apply this same concept to human resources. *The Talent Equation* encourages companies to focus data analysis to enable them to find, train and retain the right people, in spite of potential skills shortages, resources limitations, and other recruitment challenges. There will be two readers of this book. Firstly the Human Resources Managers of companies, wanting to improve their recruitment and personnel departments, as well as reducing costs from frequent hiring processes. They will learn how to analysis the data provided from job seekers, and the available data in the marketplace, as well as develop big data records with analysis for existing employees. The second to benefit of this book will be job seekers, who will gain insight in how organisations are recruiting and using data. The book is full of data, reports and examples, and will take a HR department a while to break down into manageable action plans. Once done though it will place them ahead of their competitors.

"Companies that can unleash the passions and gifts of their people will have a competitive advantage in the landscape of the future--becoming curators instead of keepers of talent. This book gives readers some of the keys to cracking that code." --CARLEEN HAAS, VICE PRESIDENT AND CHIEF TALENT OFFICER, HUMANA IS YOUR HR DEPARTMENT PREPARED TO FLIP THE BIG DATA SWITCH? There is audio or video content present in this Kindle file or a web site referred to by it that cannot be played on Kindle e-ink devices. At every stage of the employee life cycle, a data-driven approach to HR can help companies make smarter decisions about their most important asset: their people. In the wake of the greatest shock to the labor market since the Great Depression, companies are faced with looming skill shortages, retention concerns, and questions regarding the most effective composition of their workforce. *The Talent Equation* shows you how to navigate today's hiring climate and drive your business forward. Matt Ferguson, CEO of CareerBuilder, offers hiring professionals and business leaders a roadmap to attract and retain top talent. Ferguson and coauthors Lorin Hitt (Wharton School) and Prasanna Tambe (NYU's Stern School) commissioned a landmark big data study of more than 2,700 employers and 33 million resumes to find the relationship between market performance, education attainment, and employee tenure. The findings are enlightening--and quite surprising. *The Talent Equation* explores: The ROI of increased education levels and retention rates The benefits of continuous recruitment and talent pipelines technology market, and how workforce analytics tools are changing talent acquisition The importance of reducing longterm unemployment through training and reskilling Smart and timely, *The Talent Equation* also incorporates case studies from leading brands--both global and domestic--that further illustrate staffing issues facing executives today. The insights and research in the book are invaluable tools for anyone who wants to build and retain a dynamic, competitive, and productive workforce.

About the Author
MATT FERGUSON is president and CEO of CareerBuilder. He has appeared on CNBC Squawk Box, ABC World News, CBS Evening News, Bloomberg TV, the TODAY Show, Nightly Business Report, and CNNMoney. LORIN HITT is a professor of operations and information management at the University of Pennsylvania, Wharton School. PRASANNA TAMBE is an assistant professor of information, operations, and management sciences at NYU's Stern School.