

Book Launch

Unlocking Human Capital to drive Performance

A CEO's HANDBOOK



Sanjiv Anand

As markets are becoming more challenging or have started to grow at rapid rates, the challenge of managing human capital has increased significantly. Many CEO's complain, more than ever, that they have turned into "HR Managers".

Managing the employee through the complete lifecycle, in many cases, has become harder than even managing the customer lifecycle. Not only has the CEO's office been impacted, but even the corporate boardroom.

Sanjiv Anand, Cedar's Managing Director takes his 25 years of global managing consulting experience to share his observations and experiences of what CEO's around the world go through from the CEO desks of a Fortune 500 company in Texas, to a bank in South Africa, to Family owned businesses in the Middle East, to the fast growing corporations of India.

More importantly in his rapid and lucid style, Sanjiv identifies the top 20 strategic and operational answers to managing human capital at the CEO level, right from recruiting, executive

TESTIMONIALS FROM INDUSTRY LEADERS

"There is a lot of practical wisdom in Sanjiv's book"
Ajay Piramal, Chairman, Piramal Enterprises Ltd.

"The essence of Human Capital management superbly from the CEO's perspective"
Rick Pudner, CEO, Emirates National Bank of Dubai (ENBD)

"It is a must read for all senior managers to effectively deal with management talent" Ron Sanders, President, Warner Home Video

"Comprehensive book without any academic overload... right from the guts."
Dr. Holger Hatty, Member of the Management Board, Swiss International Airlines

"Manages a bird's eye view, as well as a worm's eye view of human resources"
Sunil Kant Munjal, JT Managing Director, Hero MotoCorp

"Management gems presented all together, so comprehensively and in plain English."
Larry Borgard, President & CEO, Utilities, Integrys Energy Group, Inc.

"It would be a great handbook for the CEO's"
Akhil Gupta, Deputy Group CEO, Bharti Enterprises

"Wit and wisdom pepper Sanjiv's Strategic Imperatives"
Gita Piramal, author, Business Maharajas and Managing Radical Change

"Full of pragmatic ideas presented in a simple, readable style"
Leena Nair, Executive Director-HR Hindustan Unilever & VP-HR South Asia

compensation, culture, succession planning, and managing the board on these issues. The book with its many satirical illustrations is designed to make the topic an easy read.



About the Author

Sanjiv Anand has over two decades of management consulting experience across the globe. A thought leader on performance management using the Balanced Scorecard, Sanjiv has an MBA from NYU Stern and an AMP from Harvard Business School. He writes regularly and is a member of the leadership team of the Young Presidents Organization.

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