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1 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Armstrong (1999, p.3) says that HRM is concerned with the employment, development and reward of people in organisations and the conduct of relationships between management and the workforce .

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THE PRACTICE OF HUMAN RESOURCE MANAGEMENT

6 1. INTRODUCTION Human resource management (HRM) emerged as a concept in the 1980s. Rebranding personnel management quickly became popular, but many organisations had little awareness of the theory behind the concept.

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Armstrong's Handbook of Human Resource Management Practice

Michael Armstrong is the UK's bestselling author of Human Resource Management books including Armstrong's Handbook of Human Resource Management Practice, Armstrong's Handbook of Strategic Human Resource Management, Armstrong's Handbook of Reward Management Practice and Armstrong's Handbook of Performance Management and several other titles

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INTRODUCTION Shodhganga

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Marketing Management Millenium Edition HQGHN Home

We see marketing management as the art and science of applying core marketing concepts to choose target markets and get, keep, and grow customers through creating, delivering, and communicating superior customer value.

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