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## UNIT I - STRATEGIC HUMAN RESOURCE MANAGEMENT SBAA7019

WebThe concept of competitive advantage was formulated by Michael Porter (1985). Competitive advantage, Porter asserts, arises out of a firm creating value for its customers. To achieve it, firms select markets in which they can excel and present a moving target to their competitors by continually improving their position. Distinctive capabilities

A Handbook of HUMAN RESOURCE MANAGEMENT PRACTICE A ...

WebArmstrong, Michael, 1928-A handbook of human resource management practice/Michael Armstrong.Đ10th ed. p.cm. Includes bibliographical references and index. ISBN 0-7494-4631-5 1. Personnel managementĐHandbooks, manuals, etc. I. Title. HF5549.17.A76 2006 658.3Đdc22 2005032487 Typeset by Jean Cussons Typesetting, Diss, Norfolk