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## Strategic Human Resource Management Report

By Anna Jung

GRIN Verlag GmbH Jul 2014, 2014. Taschenbuch. Book Condition: Neu. 211x149x3 mm. Neuware - Seminar paper from the year 2014 in the subject Business economics - Business Management, Corporate Governance, grade: 1.3 (78), University of Hertfordshire, course: Strategic HRM, language: English, abstract: This report, written from the place of a senior HR employee, considers the formulation and implementation of the HR Strategy at CountryLove, an organic muesli manufacturing company in the UK. In the first part, an analysis of the operating market will be carried out. In the second chapter CountryLove's business strategy will be reviewed and as a last point, CountryLove's approach to HR Strategy will be outlined. The HR Strategy sets out CountryLove's plans how the key HR areas resourcing, development, reward and employee retention will contribute to the success of the business and support the achievement of its business strategy. 20 pp. Englisch.



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