



Human Resources Management: The Complete Guidebook for Design Firms

Mark C. Zweig

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A veteran human resources manager and consultant shares his firsthand experience to show human resources professionals in the design field how to attract, develop and retain the best people. Demonstrates how the nature of the design profession lends itself to special strengths and weaknesses in the human resources management area. Shows managers how to break out of traditional American styles of management and into the participative management style in which design professionals thrive. They'll also learn how to define their firm's mission, determine strategy, agree on common goals plus many other techniques that will contribute not only to their human resources management goals but also to their corporation's goals as a whole.

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