

ASTD Media Contacts: Kristen Fyfe 703.683.8192 kfyfe@astd.org Jennifer Homer 703.683.8123 jhomer@astd.org

Talent Management: Strategies for Success from Six Leading Companies ***Innovative ideas for talent management contained in new book from ASTD Press.***

(Alexandria, VA) January 12, 2010 – Tough economic times demand more, not less attention to talent management. The expertise and trend-setting practices of six industry giants are contained in the new book, *Talent Management: Strategies for Success from Six Leading Companies*, the first title of 2010 to be released by ASTD Press, the publishing house of the American Society for Training & Development (ASTD).

Edited by Larry Israelite, vice president and manager of human resource development at Liberty Mutual Group, *Talent Management* is a road map to cultivating a highly responsive, high-performance, sustainable organization that meets its business targets. This resource-rich book features the expertise and successful strategies of prominent industry leaders: Cisco, McDonalds, Avon, Liberty Mutual Group, Ciena, and Children’s Healthcare of Atlanta. Chapters focus on management’s role, the impact on processes and practices, links to business results, the impact on company strategy, current research on the topic, and software selection.

Talent Management also:

- describes a key shift in the dynamic between employer and employee and explains how a focus on talent can enable organizations to achieve remarkable things.
- lists 10 tips for moving toward a talent-driven culture.
- provides insight into different ways that organizations define talent management and implement talent management initiatives, allowing readers to draw lessons that are applicable to their own companies.

Talent Management: Strategies for Success from Six Leading Companies is endorsed by several leaders in the learning and development field, including Eliot Masie who says, “The best part about this book is the fact that it humbles those of us who have ‘grown up’ in this industry thinking we ‘know it all’ ... many of the best practices shared in this book emulate true innovation and current trends in talent management not seen or heard before ... [the book] provides real and practical examples that you can implement right away to help drive talent management strategies in your organization.”

For more information about *Talent Management: Strategies for Success from Six Leading Companies*, visit <http://store.astd.org/>. To schedule an interview with Larry Israelite, call 703.683.8192.

-more-

Page 2

Other ASTD resources in talent management include: The [Talent Management Playbook](#), and the ASTD research report [Talent Management Practices and Opportunities](#). All of these resources can be found in the ASTD store at <http://store.astd.org/>.

About ASTD

ASTD (American Society for Training & Development) is the world's largest professional association dedicated to the training and development field. In more than 100 countries, ASTD's members work in organizations of all sizes, in the private and public sectors, as independent consultants, and as suppliers. Members connect locally in 132 U.S. chapters and with 30 international partners. ASTD started in 1943 and in recent years has widened the profession's focus to align learning and performance to organizational results, and is a sought-after voice on critical public policy issues. For more information, visit www.astd.org.

###