In this new book, Jacqueline Davies and Jeremy Kourdi argue that organizations are failing to realize the simple truth about talent: they are misunderstanding their people, making flawed choices and allowing the true potential of their workforce to go unused and unfulfilled. Understanding the truth about talent in all its forms is a vital step in developing an organization and ensuring long-term, sustainable success.

A core part of their thesis is that organizations should recognize that people at different stages of their career and with different experiences and aspirations need to developed and engaged in different ways. The book provides a practical guide explaining how to segment the workforce, why, what to expect when you do, and how to ensure that this approach succeeds.

**ABOUT THE AUTHOR**

Jacqueline Davies is a highly experienced and respected executive with significant, in-depth experience of leadership development and talent management issues. Past roles include Global Head of Learning and Development with Lloyds TSB/HBOS, Head of Learning and Organizational Development at the Royal Bank of Scotland, and as an executive with HSBC.

Jeremy Kourdi is a writer and business consultant. His experience includes commercial leadership, writing and publishing expertise gained with leading brands, professional institutions and business schools. Clients include The Economist Group, KPMG, HSBC Group, London Business School, IMD, PwC and the Chartered Management Institute. Jeremy has held the post of Senior
Vice-President with the Economist Group, leading international teams based in London and Vienna and expanding the conference business of this premium-value brand. He has also worked as Head of Publishing and Research at the Chartered Management Institute and has established several successful publishing imprints.

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