



Megatrends: Zukunftsthemen im Personalmanagement analysieren und bewerten (DGFP-PraxisEdition 100) (German Edition)

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Demografischer Wandel, Werteveränderung, Globalisierung und technologische Innovationen sind Megatrends, auf die Unternehmen reagieren müssen. Sie wirken sich auch auf die Mitarbeiter im Unternehmen aus und haben Konsequenzen für alle Personalprozesse. Die Beschäftigung mit Megatrends und die Einführung eines Trendmanagements im HR-Bereich gehören zu den wichtigen Aufgaben eines strategisch ausgerichteten Personalmanagements.

Der Band stellt ein Prozessmodell für das HR Trendmanagement sowie erste Umsetzungsbeispiele vor. Ein Überblick über aktuelle Megatrends und ihre Auswirkungen auf die Personalarbeit in verschiedenen Unternehmen schließen den Praxisteil ab.

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