



### ***The Talent Era***

Talent is the true engine of the next economy. Talented people aren't simply "knowledge workers": they're free agents, capable of bringing enormous value to the organizations they are part of. And they know it. Organizations who want to maximize the value of talent need to act in radically new ways. In this book, world-renowned quality strategist Subir Chowdhury presents a powerful new blueprint for recognizing talent, rewarding it, and making the most of it. Chowdhury reveals the seven key secrets of talent, then shows managers exactly how to measure Return on Talent (ROT)-and exactly how to enhance it. He also shows talented individuals exactly how to maximize their own talents-and maximize the rewards those talents can earn.