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Competitive Advantage Through People explores why--despite long-standing evidence that a committed work force is essential for success--firms continue to attach little importance to their workers. The answer, argues Pfeffer, resides in a complex web of factors based on perception, history, legislation, and practice that continues to dominate management thought and action.

*Competitive Advantage Through People: Unleashing the Power ...*

Competitive advantage through people: Unleashing the power of the work force, by Jeffrey Pfeffer. (1994). Boston: Harvard Business School Press. 288 pp., \$24.95 cloth. Alan Clardy. Advantage Human Resources Columbia, Maryland. Search for more papers by this author.

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Competitive Advantage Through People: Unleashing the Power of the Work Force. "Competitive Advantage Through People" explores why - despite long-standing evidence that a committed work force is essential for success - firms continue to attach little importance to their workers.

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Pfeffer, J. (1994) Competitive Advantage through People Unleashing the Power of the Workforce. Harvard Business School Press, Boston. has been cited by the following article: TITLE: Methodological Accounting Tools for the Evaluation of Intangibles Management in Research Institutions: Some Empirical Remarks

*Pfeffer, J. (1994) Competitive Advantage through People ...*

In his book Competitive Advantage Through People: Unleashing the Power of the Work Force (Harvard Business School Press, 252 pages), author Jeffrey Pfeffer offers one possible explanation for America's decreased dominance in the global economy and suggests how to maximize our most valuable asset in order to reverse this trend. Mr.

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Competitive advantage is said to exist where a firm can sustain above average profits when compare to its competitors. This competitive advantage comes from both physical and human resources though it is significantly easier to develop competitive advantage through staff than to invest in new tools and process.