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## Competitive Advantage Through People Unleashing The Power Of The Workforce

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*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

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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.

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