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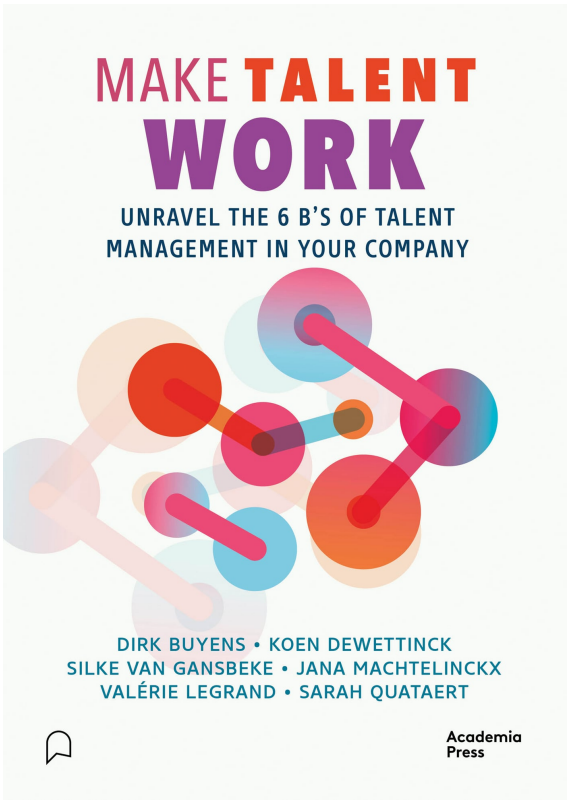

Make Talent Work

Unravel the 6 B's of Talent Management in Your Company

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- Highlights talent as a strategic business driver — not just an HR concern
- Offers a modern answer to one of today's biggest challenges: finding and keeping the right people
- Helps future-proof your workforce in an unpredictable and fast-moving world
- A hands-on framework based on the 6 Bs of talent management
- Real-world insights into how top organizations build talent-driven cultures
- Clear strategies to make talent visible, valuable and impactful — at every level
- For business leaders and HR professionals who want to build strong, future-ready teams
- For organizations that want to build, deploy, and retain talent in a sustainable way
- For anyone who sees talent not as a buzzword, but as a key to future success

Talent doesn't manage itself. In a world where people make the difference, smart talent management is your biggest competitive edge. This book reveals a clear, strategic approach to attracting, developing and retaining the people who truly matter. Based on the 6 Bs – Buy, Build, Bind, Borrow, Boost and Bounce – it shows how to unlock human potential and turn it into real business value. A must-have for leaders who take talent seriously.

Prof. dr. Koen Dewettinck obtained his Master's in Organizational Psychology and his PhD in Applied Economics at Ghent University. Currently, he is a Partner and Professor of HRM at Vlerick Business School and is co-heading the Strategic Talent Management Centre. He is also CEO of Great Place to Work© Belgium. Koen is an internationally recognized keynote speaker on HRM and Performance Management related topics.

Prof. dr. Dirk Buyens obtained his PhD in Industrial and Organizational Psychology at Ghent University and holds an MBA degree from KU Leuven. Dirk is Professor of HRM and Partner of Vlerick Business School, where he is co-heading the Strategic Talent Management Centre. He is the former CEO and founder of Great Place to Work© Belgium. Both his academic contribution and his contribution to the world of HRM-practice has been awarded Nationally and internationally. Dirk is an internationally recognized keynote speaker on Strategic Talent and Career Management topics.

Valérie Legrand is a senior researcher in HRM at Vlerick Business School. She supports the professional growth of students and executives through coaching, and coordinates Vlerick's Strategic Talent Management Centre.

Sarah Quataert is a senior researcher at Vlerick Business School and coordinator of the Strategic Talent Management Centre. She works with international companies around a series of talent management topics to co-create practical and evidence-based solutions to solve business needs. **Jana Machtelinckx** is a senior researcher in HRM. With a background in clinical psychology and additional expertise in well-being, burnout, and coaching, she helps professionals navigate HR and well-being challenges.

Silke Van Gansbeke is a researcher at Vlerick Business School with expertise in areas such as the new ways of working, sustainable employment, and lifelong learning.







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