

# A PIONEERING BOOK ABOUT HUMAN CAPITAL OPPORTUNITIES IN THE GCC

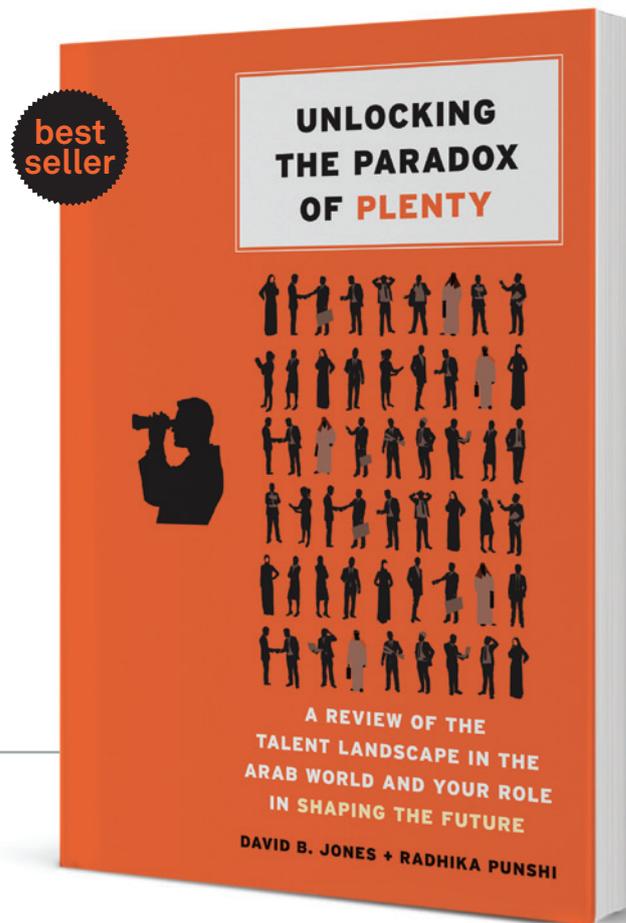
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**DAVID B. JONES** is Co-Founder and Managing Director at The Talent Enterprise, the region's premier human capital 'think' and 'do' tank. With a background in labour market economics, David has over twenty-three years of work experience in consulting and line HR across Europe, the Middle East and Africa. As a senior adviser to policymakers, and business and HR leaders, he has worked in Dubai for sixteen years. Previously, David was the Chief Consulting Officer for the MENA region at Aon Hewitt. He has also held senior HR positions with the Emirates Group and Dubai Civil Aviation. David is a regular columnist and spokesperson in the local media.



**RADHIKA PUNSHI** is Co-Founder and Consulting Director at The Talent Enterprise. As an HR professional and organizational psychologist, Radhika's prime focus is on enhancing the competitiveness of national talent, with an emphasis on gender and youth inclusion. Previously, she was the Head of Applied Research for Aon Hewitt MENA. Radhika is the first person from the MENASA region to be awarded a degree in Positive Psychology. She served on the founding Board of Directors of the prestigious International Positive Psychology Association. She has lived in the region for about fifteen years. She is a frequent commentator in the regional media and speaks regularly at conferences across the world.

## ABOUT THE BOOK

### ***Unlocking the Paradox of Plenty***

is a compelling book, taking a professional look at the human capital landscape in the region. It is a must-read for policymakers, organizational leaders, HR professionals and anyone else looking to learn more about key issues concerning the future.

Written by leading experts David Jones and Radhika Punshi, topics such as sustainable nationalization, talent management, leadership development and employee engagement are addressed clearly and concisely. The broader themes of inclusivity and diversity in the workplace, and aligning education with employment are also considered in a practical and useful manner. This bestselling book also features unique case studies and interviews with senior leaders in leading organizations such as Tamkeen, SEHA, Etihad Airways, Standard Chartered Bank, Roche, Ooredoo & TECOM.

The narrative of this book is absorbing yet unfailingly pragmatic, providing detailed recommendations and actions for its readers.

## REVIEWS

Jones and Punshi give us a **detailed diagnosis** of the issues facing the Gulf's labour market. Their solutions are sensible: they should be listened to.

**–THE NATIONAL**

The book's aim to address these issues of employment and business growth also comes with a **personal touch**, the authors have built their lives here and been key players in the GCC business sector since the 1990s, and it is perhaps because of this context that they are not afraid to tackle the more divisive issues facing the region. The tenacity of their analysis picks up speed straight away.

**–GULF BUSINESS**

**I couldn't put it down!** It is a book that just touched my heart. It is not a westernized view, as it directly relates to the region and speaks about actual facts. Thank you to Radhika and David. I will be sharing this book with my team and it will be in Tanfeeth library... a fabulous book.

**–SUHAIL BIN TARRAF, CEO, TANFEETH**

Written in a conversational tone, yet backed up with data and social science, *Unlocking the Paradox of Plenty* gives a clear account of the current talent landscape, a dose of history, and compelling questions to consider for the future... Their "conversations" with key organizational leaders in the region, combined with their own experience working in the Middle East, make *Unlocking the Paradox of Plenty* **a very accessible and practical read** for business leaders and HR professionals around the world.

**–MARGARET H. GREENBERG,**

*co-author of Profit from the Positive: Proven Leadership Strategies to Boost Productivity and Transform Your Business*

Thank you for *Unlocking the Paradox of Plenty*. I have not only so far learned a great deal and new insights, but I am immensely enjoying your analysis of where the future is heading throughout the MENA region. **I am recommending it** to my peers and professional acquaintances in North America, Egypt, and Kuwait as a must-read.

**–HR DIRECTOR IN SAUDI ARABIA**