

In these challenging economic times,  
your people are your most important asset.



Even the best-managed businesses are facing difficult issues: keeping top talent; controlling health care costs; shifting workforce needs during a down economy. Finding solutions to some of your toughest problems is what top

human resource professionals do every day. Because nothing is more important to your business than your people.

**SHRM is HR ... and HR is meeting  
the challenges of a changing world.**

