



Press Release

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SMD HR ANALYTICS BOOKS TOP “MUST-READ” LIST

CHARLOTTE, N.C., (January 16, 2015) – Books authored by Strategic Management Decisions (SMD) co-founders, Dr. Shane Douthitt and Dr. Scott Mondore, were named on iNostix’s recently posted “[Top 29 HR Analytics Books You Should Read!](#)” iNostix, a team of market leading predictive HR analytics experts, with a unique combination of senior expertise in human resource (HR) management and data science, compiled the list as recommendations for HR professionals and HR students interested in HR analytics.

The two [books](#) mentioned on iNostix’s list are published by the Society for Human Resource Management (SHRM) and available for sale on Amazon. “Investing in What Matters: Linking Employees to Business Outcomes” is a case study-rich book that provides a structured approach for human resource (HR) professionals, instructing corporations how to use analytics to connect employee data to business outcomes. Practical and informative, this handbook emphasizes the direct impact of employees on business outcomes. “Business-Focused HR: 11 Processes to Drive Results” provides the tools for HR leaders and people managers across the organization to become more business-focused with the processes that they execute. The latter has been a Top 10 SHRM best-seller for four years in a row.

To learn more about SMD and its patented technology, SMD Link, visit www.smdhr.com.

ABOUT SMD

SMD is a talent management and analytics company enabling businesses to monetize people management, ultimately accelerating and optimizing business results and ROI. Since the launch of SMD Link, more than 500,000 assessments have been conducted and analyzed on the platform. The platform includes assessments for hiring, employee engagement, employee development (360), and career development.

Founded in 2008, SMD has infused innovation into a function that has seen few advances in decades. Recognized for its state-of-the-art practices, SMD is truly redefining how human resources operates, and how it can have an impact on the bottom line. SMD clients include UPS, Bank of America, University of Maryland Medical System, Dignity Health, Yusen Logistics, Sony Pictures, Norm Thompson, Burgess-Norton, Feeding America and Niagara Bottling.

Media Contact:

Trisha McGuire

704-496-9186

trisha@pivotpublicrelations.com