



Hello %fname%,

In a sluggish economy, strategic talent management matters more than ever.

With a robust talent management strategy, you can identify and retain top performers – and spot the weak links. You can gather and analyze the data you need for make-or-break decisions. And you can increase efficiency to improve your bottom line.

To help you come out ahead in these challenging times, I've pulled together an Integrated Talent Management Strategy Kit. It includes these essential resources:

- **IDC MarketScape: Worldwide Integrated Talent Management Vendor Analysis**  
Experts rate the 17 major talent management vendors. Discover which vendors give you the most for your money – and who's lagging behind the market.
- **Aberdeen Group Report: Integrated Human Capital Management: Over-hyped or Over-due?**  
Review best-in-class human capital management strategies, capabilities, and technology used to achieve superior performance.

Such resources are a powerful tool for navigating a changing HCM environment. To download the kit, simply follow this personalized link:

[www.chooselawson.com/name|234](http://www.chooselawson.com/name|234)

Kind Regards,

Larry Dunivan  
Senior Vice President  
Global HCM Solutions  
Lawson

P.S. Have you ever wished you had an HR crystal ball – one that tells you which employees are ready to leave and what would motivate them to stay? With integrated talent management, they're predictions you can make. Our white paper shows you how. We've included it here for your convenience. To download the rest of your kit, follow this personalized link:

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