

1 OF 8 MANAGEMENT BOOKS THAT DEFINE 2025

Bookauthority

THE ART OF MANAGING HUMANS

Management Practices
That Actually **Work**



TSVIKA ABRAMOVITCH

"Stop managing your employees – start managing your people. Revolutionary CHRO Tsvika Abramovitch shares the key difference separating mediocre companies from successful organizations through his award-winning Seesaw Model."

About the Book

The Art of Managing Humans presents a revolutionary approach to human resource management that has transformed hundreds of organizations worldwide. Over three decades, author Tsvika Abramovitch developed "The Seesaw Model" - a comprehensive framework that promotes growth and excellence by replacing work relations with working relationships.

This practical guide focuses on improving leadership through open communication, employee welfare, and transparency, recognizing that people are the most valuable resource that must be developed and maximized to their full potential.

TARGET AUDIENCES:

- C-suite executives, HR professionals, and senior managers
- MBA programs and corporate training departments
- Organizational development consultants and team leaders
- International corporations and emerging market business leaders

Key Themes

- The Revolutionary Seesaw Model: Proven framework balancing management effectiveness with employee engagement
- Practical Implementation: Real-world solutions for complex HR challenges
- Award-Winning Methodology: Globally recognized approaches with measurable results

About the Author



Tsvika Abramovitch is an international HR management expert with 30+ years as CHRO at major companies including Pelephone, Tnuva, and Bezeq International. Winner of STEVIE Award for HR Executive of the Year and two HR Excellence Awards, he has consulted hundreds of organizations worldwide using his globally recognized Seesaw Model.

Reviews



- **The Chrysalis BREW Project** "The prose feels like a mentor speaking directly across a coffee table. Sits comfortably beside classics like *Leaders Eat Last*, yet its Israeli lens and case-based authenticity set it apart."



- **Readers' Favorite** "Abramovitch offers a powerful vision for the future of leadership. An essential read for anyone seeking to understand and succeed through modern organizational change."



- **HR for Humans at Work** "An actionable philosophy grounded in decades of lived experience. The Seesaw Model works like a mental calibration tool showing where workplace counterweights are hiding."



- **Books for Humanity Global** "Not only highly rated—exceptional. Its universal appeal, inclusive tone, and actionable compassion make it worthy of global recognition."



Valcal Literary Agency
International Rights Representation

Email: hofit@valcalgroupp.com
www.valcalgroupp.com