

1. Record Nr.	UNINA9910132181203321
Autore	Mosley Richard <1964->
Titolo	Employer brand management : practical lessons from the world's leading employers / / Richard Mosley ; preface by Simon Barrow
Pubbl/distr/stampa	Chichester, [England] : , : Wiley, , 2014 ©2014
ISBN	1-118-89851-6 1-119-20805-X 1-118-89850-8
Descrizione fisica	1 online resource (319 p.)
Classificazione	BUS019000
Disciplina	658.3/01
Soggetti	Personnel management Employees - Recruiting Corporate culture Corporate image Branding (Marketing)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title Page; Copyright; Contents; Preface by Simon Barrow; Chapter 1 Introduction; Why the New Book?; Why should Companies invest in Employer Brand Management?; Defining 'Employer Brand'; The Difference between Branding and Brand Management; Summary and Key Conclusions; Chapter 2 Business Case; 1. The Cost Benefits of a Strong Employer Brand; (a) Targeting the right potential candidates; (b) Rationalizing your creative spend; (c) Building brand awareness and equity; (d) Enhancing your pulling power; (e) Hiring good people for less; (f) Reducing unwanted attrition (and re-hire) 2. The Performance Benefits of a Strong Employer Brand(a) Hiring more high performers; (b) On-boarding employees more effectively; (c) Improving employee engagement; (d) Enhancing communication and change management effectiveness; (e) Building brand engagement; Summary and Key Conclusions; Chapter 3 Brand Ideology; Defining a Clear and Compelling Statement of Purpose; Vision and mission; Core Values; The Core Values of Guardian Media Group; Johnson & Johnson's

credo; Summary and Key Conclusions; Chapter 4 Brand Hierarchy and Adaptation; 'Integrated ' Branded House Model  
 'Parent-subsidiary' House of Brands Model Who Owns the Brand?; Summary and Key Conclusions; Chapter 5 Strategy and Capability; Corporate Strategy; Business Strategy; HR Strategy; Talent Strategy; Inclusive vs Exclusive Talent Management; Buy, Borrow or Build?; Global Local Strategy; Summary and Key Conclusions; Chapter 6 The Perfect Employee; Identifying the Right Talent; Summary and Key Conclusions; Chapter 7 Diversity and Segmentation; Accounting for Diversity; The Benefits of Diversity; Talent Segmentation; Summary and Key Conclusions; Chapter 8 Reputation and Attraction  
 Evaluating your External Reputation(a) Industry image; (b) Competitor analysis; (c) Attraction; Assessing your External Reputation; (a) Corporate Reputation Surveys; (b) Student Surveys; (c) Experienced Hire Surveys; (d) New Joiner Surveys; (e) Social Reputation Audit; Image Analysis; Summary and Key Conclusions; Chapter 9 Engagement and Retention; Gallup; Towers Watson; Employee Engagement Surveys; (a) Engagement heatmap; (b) Performance scorecard; (c) Engagement drivers; (d) Differentiators; (e) Momentum; Retention Drivers; Qualitative Research; Summary and Key Conclusions  
 Chapter 10 Employer Brand Positioning and Differentiation(a) Status; (b) Purpose; (c) Teamwork; (d) Autonomy; (e) Innovation; (f) Learning; (g) Progression; (h) Performance; Competitor Mapping; Summary and Key Conclusions; Chapter 11 EVP Development; Establishing A Strong Foundation; (a) Selecting the right development team; (b) Consultation with executive management; (c) Consultation with the HR leadership team; (d) Consultation with the brand team; (e) Agency support; (f) Establishing the business case and securing leadership support; (g) Review your existing data and insights  
 (h) Building an insight platform

## Sommario/riassunto

"A practical guide to the key global trends and practices that are transforming HR, talent acquisition and management. Building on the success of The Employer Brand, a conceptual introduction to what has now become a well-established concept; this is a practical guide to implementation, drawing on a much wider range of cases and examples. This book draws on the significant advances in employer brand practice among leading companies to give managers hands on advice for implementing successful employer brand planning, employer brand definition, employer brand implementation and specific applications. It will demonstrate how employer brand thinking can strengthen organisational HR strategy and reinforce HR's value to the business. Offers practical help in improving existing programmes of recruitment and talent management Demonstrates the importance of people in delivering the desired brand experience Gives the reader a personal grasp of a new approach to people management "--  
 "This book draws on the significant advances in employer brand practice among leading companies to provide hands-on advice to those interested in applying the most advanced tools and techniques in this fast emerging management discipline. The book walks the reader through employer brand planning, employer brand definition, employer brand implementation and specific applications. It shows how employer brand thinking can strengthen HR strategy and reinforce HR's value to the business. And finally, it offers practical help in improving existing programs of recruitment and talent management, demonstrates the importance of people in delivering the desired brand experience, and gives the reader a personal grasp of a new approach to people management"--

2. Record Nr.	UNINA9910790133003321
Titolo	Newest trends in the study of grammaticalization and lexicalization in Chinese [[electronic resource] /] / edited by Janet Zhiqun Xing
Pubbl/distr/stampa	Berlin, : De Gruyter Mouton, 2012
ISBN	1-280-59713-5 9786613626967 3-11-219194-3 3-11-025300-3
Descrizione fisica	1 online resource (312 p.)
Collana	Trends in linguistics. Studies and monographs, , 1861-4302 ; ; 236
Classificazione	EG 9050
Altri autori (Persone)	XingJanet Zhiqun
Disciplina	415 495.1
Soggetti	Chinese language - Grammar Chinese language - Lexicology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Table of contents -- Introduction / Xing, Janet Zhiqun -- The development of the Chinese aspectual sentence-final marker y / Chen, Qianrui -- The emergence of a definite article in Beijing Mandarin: The evolution of the proximal demonstrative zhè / Fang, Mei -- The grammaticalization of the directional verb 'lái': A construction grammar approach / Liu, Cheng-hui -- The degree-evaluative construction: Grammaticalization in constructionalization / Liu, Mei-Chun / Chang, Chun -- The semantic historical development of modal verbs of volition in Chinese / Peyraube, Alain / Ming, Li -- Semantic change in the grammaticalization of classifiers in Mandarin Chinese / Xing, Janet Zhiqun -- The repeater in Chinese and other languages / Zhang, Cheng -- Lexicalization in the history of the Chinese language / Dong, Xiufang -- Argument structure change, reanalysis and lexicalization: Grammaticalization of transitive verbs into ditransitive verbs in Chinese, Japanese and English / Tsao, Feng-fu -- Subject index
Sommario/riassunto	Grammaticalization and lexicalization have been two major issues in the study of diachronic change in the past few decades. Drawing

evidence from Western languages, researchers have uncovered a number of characteristics of the process of grammaticalization and lexicalization, as well as the relationship between the two. However, the question remains whether or not those characteristics are applicable to genetically unrelated and typologically different languages, such as Chinese. The contributors of this volume attempt to answer just this question. Based on Chinese historical data from the past three thousand years, five articles in the volume investigate the development of a certain grammatical category: the definite article (M. Fang), modal verbs of volition (A. Peyraube and M. Li), the classifier class (J.Z. Xing), the repeater class (C. Zhang), and the process of lexicalization (X. Dong), while the remaining four articles are case studies of unique grammatical words which have all undergone a complicated process of grammaticalization and some involved lexicalization: the sentence particle *ye* (Q. Chen), the versatile directional verb *lái* (C. Liu), the degree adverb *hén* (M. Liu and C. Chang), and the giving verb *gei* (F. Tsao). All these studies have identified tendencies of diachronic change in Chinese and some of them have also revealed certain typological characteristics that Chinese has compared to other languages.

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3. Record Nr.	UNINA9910783349703321
Titolo	Free time and leisure participation [[electronic resource] ] : international perspectives / / edited by Grant Cushman, A.J. Veal and Jiri Zuzanek
Pubbl/distr/stampa	Cambridge, MA, : CABI Pub., 2004
ISBN	1-280-83361-0 9786610833610 1-84593-023-1
Descrizione fisica	1 online resource (314 p.)
Altri autori (Persone)	CushmanGrant VealAnthony James ZuzanekJiri
Disciplina	790.1
Soggetti	Leisure Recreation Recreational surveys
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Updated and expanded ed. of: World leisure participation. 1966.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	About the Contributors; List of Tables and Figures; Preface; 1 Leisure Participation and Time-use Surveys: an Overview; 2 Australia; 3 Canada; 4 Finland; 5 France; 6 Germany; 7 Great Britain; 8 Hong Kong; 9 Israel; 10 Japan1; 11 The Netherlands; 12 New Zealand; 13 Poland; 14 Russia; 15 Spain; 16 United States of America: Outdoor Recreation; 17 United States of America: Time-use and Cultural Activities; 18 National Leisure Participation and Time-use Surveys: a Future; Index
Sommario/riassunto	This title is an expanded and updated edition of a previous work entitled "World Leisure Participation: Free Time in the Global Village", by the same authors (CABI, 1996). It brings together the results of national leisure participaiton surveys from around the world.