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Autore	Trost Armin
Titolo	Talent Relationship Management [[electronic resource]] : Competitive Recruiting Strategies in Times of Talent Shortage / / by Armin Trost
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ISBN	3-642-54557-2
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Descrizione fisica	1 online resource (157 pages) : illustrations (some color)
Collana	Management for Professionals, , 2192-8096
Disciplina	658.311
Soggetti	Personnel management Business Success in business Careers Public relations Leadership Human Resource Management Popular Science in Business and Management Careers in Business and Management Corporate Communication/Public Relations Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction -- The Labour Market of the Future -- An Overview of Talent Relationship Management -- Defining Relevant Target Groups -- The Employee Value Proposition -- Active Sourcing Strategies -- Candidate Retention -- The Positive Candidate Experience -- Framework Conditions -- Conclusion.
Sommario/riassunto	In times of growing talent shortage, companies have to find new ways to fill their strategic positions from the outside. This book presents useful and competitive solutions for hiring talented and motivated employees. The author presents four concrete fields of action to achieve this and provides the reader with definitions of strategically relevant key and bottleneck functions. The book emphasizes the fact

that employers must sell relevant functions just like they would as part of an employer branding strategy. Employers are moving towards active sourcing strategies beyond job ads and headhunting. They must maintain and manage relations with promising talent once they have been identified. Finally, employers must ensure a positive candidate experience. This book serves as a handy reference for HR managers and talent recruiters.
