

1. Record Nr.	UNISALENT0991003046079707536
Autore	Takashi, Nada
Titolo	Hymne à la grande affection : Kim Djeung II et le peuple / Nada Takashi
Pubbl/distr/stampa	Pyongyang : Editions en langues étrangères, 1984
Descrizione fisica	190 p. : ill. ; 19 cm.
Disciplina	951.904
Soggetti	Kim II-Djeung
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910438074503321
Autore	Christiaans Lena
Titolo	International employer brand management : a multilevel analysis and segmentation of students' preferences / / Lena Christiaans ; foreword by Marion Buttgen
Pubbl/distr/stampa	Wiesbaden, : Springer Gabler, c2013
ISBN	1-283-90939-1 3-658-00456-8
Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (274 p.)
Altri autori (Persone)	ButtgenMarion
Disciplina	658.3111
Soggetti	International business enterprises - Employees Branding (Marketing) Employees - Recruiting
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.
Nota di contenuto	Introduction -- Theoretical Background and Literature Review -- Conceptual Framework and Deduction of Hypotheses -- Research Methodology and Data Basis -- Empirical Analysis and Hypothesis

## Testing -- Discussion of Empirical Findings.

### Sommario/riassunto

The increasing globalization of business activities forces companies to recruit highly skilled employees all over the world. In order to attract these talents, employers have to differentiate themselves through a unique employer brand, appealing to diverse target audiences. However, in the absence of research on international students' preferences for employer characteristics, it is difficult for multinational companies to decide on a feasible degree of employer brand standardization. Lena Christiaans investigates the impact of between-country differences, e.g. differences in national culture or economic wealth, on students' preferences in relation to the effects of within-country differences in individuals' characteristics. Combined with a segmentation of the European graduate market, the results provide readers with insight into the development of employer value propositions for business and engineering target groups. Contents - Core Concepts of Employer Branding - Contributions from Cross-Cultural Research - Employer Branding Strategy - Multilevel Analysis Target Groups - Researchers and students in the fields of employer branding, corporate branding, management, marketing, communications - Managers and experts with focus on employer branding, HR marketing, HR, corporate communications About the Author Lena Christiaans obtained her doctorate at the Chair in Corporate Management at Universität Hohenheim and currently works as a reputation manager in the Corporate Communications department of a DAX-30-company in Dusseldorf.