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| 1. Record Nr. | UNISALENTO991003046079707536 |
| Autore | Takashi, Nada |
| Titolo | Hymne à la grande affection : Kim Djeung Il 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 Il-Djeung |
| Lingua di pubblicazione | Francese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
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- | | |
|-------------------------|--|
| 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 |

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.
