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Sommario/riassunto	Employer branding is a complex process that involves internal and external customers, marketing and human resource professionals. Helen Rosethorn's book puts the whole topic into context, explores some of the shortcomings of employer branding initiatives to date and provides a practical guide to the kind of strategy and technique organizations need to embrace to make the most of their employer brand. At the heart of the book is the concept of the strategic employee lifecycle and ways in which an organization should engage with

potential, current and past employees.

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