

1. Record Nr.	UNINA9910777939103321
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Titolo	The employer brand [[electronic resource] ] : keeping faith with the deal // Helen Rosethorn, members of Bernard Hodes Group and contributors
Pubbl/distr/stampa	Farnham, Surrey, England ; ; Burlington, VT, : Gower, c2009
ISBN	1-317-03424-4 1-315-61603-3 1-317-03423-6 1-282-24286-5 9786612242861 0-566-09150-X
Descrizione fisica	1 online resource (248 p.)
Disciplina	658.3/14 658.314
Soggetti	Employee retention Human capital - Management Corporate culture Organizational behavior Personnel management
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; Contents; List of Figures; List of Tables; Acknowledgements; About the Author; About the Contributors; Foreword; Preface; PART I The development of the deal; PART II The deal in practice; PART III Striking the right deal; Index
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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