

30 Minuten Employer Branding

This book is designed to be of value to anyone who is studying marketing, whether as a subject in its own right or as a module forming part of any business-related degree or diploma. However, it provides complete coverage of the topics listed in the Edexcel Guidelines for Units 17 (Marketing Intelligence) and 19 (Marketing Planning), of the BTEC Higher Nationals in Business (revised 2010). The book contains these sections: * Marketing Intelligence * Marketing Planning. Features include summary diagrams, worked examples and illustrations, activities, discussion topics, chapter summaries and quick quizzes, all presented in a user friendly format that helps to bring the subject to life.

Communication is the key to organisational success and nowhere is this truism more apparent than in the influence of internal communication during a transformational process as dramatic as a merger or acquisition. During the complex process of bringing the two sets of employees together, continuous effort is crucial for keeping in touch with how people feel; communicating information clearly across both bidder and target; and beginning the process of creating a new culture for the merged company. Communication is vital, but information on what to do when and how to overcome, or at least minimise, the practical problems inherent in trying to communicate at a time when there is often little news, and when so much must remain confidential is essential. *Employee Communication During Mergers and Acquisitions* provides a blueprint for your internal communication during a merger or acquisition, it contains checklists, examples and tables to help busy communication and integration teams by providing them with practical guidance and examples of what they should consider. The authors start with the genesis of your strategy and the statutory framework before the partner company has been identified, then move on to each of the stages of negotiation, merger announcement, pre-merger preparation, and in the critical first 100 days, following the merger. The book includes chapters exploring the process of developing the employer brand for the new entity as well as of measuring and building on the success of your strategy and is illustrated throughout by a range of case studies.

In order to attract the right people into your organization despite a global shortfall of talented candidates, new methods are now needed to reach future talent. Social media needs to become a vital part of any recruitment strategy. *Social Media Recruitment* combines practical guidance with case studies and insights from industry thought leaders to provide a full understanding of what social media means for HR and recruitment and how to successfully integrate and use it. It covers the essentials from the beginning to the end of the process, including employer branding, interviewing and onboarding, and how to assess the ROI of the social media recruitment strategy. Ideal for all HR and recruitment professionals, and anyone responsible for talent strategy, this practical guide focuses on devising and implementing a social media recruitment strategy that works for your organization and is aligned with your recruitment objectives.

How to Leverage Talent You Don't Own Campbell Soup Company and PepsiCo seek advice from anthropologists to understand customer tastes and preferences. Google and Intel engage experts in social science and biomechanics to assess how people think about and use technology. Companies are gaining advantage through a new capability—strategic use of external experts—made possible by technology and the globalization of talent. Leaders everywhere recognize that “lean,” “agile,” and “fast” strategies require new ways to access and leverage—without owning—key talent to fill critical gaps. As managers seek nontraditional sources of strategic talent and experiment with fast, flexible ways of engaging these experts, they need a new roadmap. This book delivers that roadmap. It tells you how to assess, choose, attract, develop, support, and retain your external talent. Authored by thought leaders and bestselling authors in leadership and talent management who teach and consult globally, *Agile Talent* reveals how companies such as Apple, Uber, Airbnb, Google, IBM, and Bain Capital organize and manage new forms of talent in innovative ways. Supported by survey data and packed with tools and templates for applying these ideas, this book is the ultimate guide for winning the next war for talent.

Konzepte Methoden Umsetzung

Plunkett's Companion to the Almanac of American Employers 2009

Handbook of Research on Integrating Social Media into Strategic Marketing

Brand From the Inside

Using POWER Hiring to Build Great Companies

Business Essentials

30 Minuten Interne Kommunikation

Personal Branding for Entrepreneurial Journalists and Creative Professionals outlines and describes the complete process of building and growing a successful personal brand. Focused on the independent journalist or creative professional in the new digital marketplace, Sara Kelly gives readers the ability to create the sort of personal brand that not only stands out, but remains relevant for years to come. Features such as exercises and worksheets will guide readers in creating the various components of their personal brand, and case studies of real-world branding scenarios will allow readers to analyze the practical aspects of implementing a personal brand. Covering theory and practice, this text is a powerful resource for modern journalists, multimedia storytellers, and content creators hoping to ply their talents online and beyond.

Ziel dieses Buches ist es, für Lehre und Praxis die Differenzierungsmöglichkeiten aufzuzeigen, welche das Employer Branding bezüglich der eingangs erwähnten Entwicklungen und darüber hinaus bietet. Die Thematik wird von den Grundlagen über die Chancen bis zu der tatsächlichen Umsetzung für den Leser transparent gemacht. Es wird ein Konzept entwickelt, welches Unternehmen Aufschluss darüber gibt, wie sie eindeutige Arbeitgeberpräferenzen bei den verschiedenen Zielgruppen wecken und zu einem Employer-of-Choice werden.

This volume utilizes empirical and theoretical approaches to shed light on an exciting set of emerging, stimulating new uses of technology that stretch creativity beyond conventional limits. Understand how the social media revolution is pushing boundaries and challenging anyone involved in the management of people.

Strategic discourse is a concept that draws attention to the informal discursive processes surrounding the making of strategy. Barbara Kruse approaches the topic by analysing the actors and strategic issues that constitute discourse. Why are some actors actively involved and make a contribution and others don't - even though they seem willing to? Why do some issues gain attention and others don't - even though they would be of strategic relevance? To tackle these questions, the author employs a "strategic arena" as a metaphor. This analogy captures the setting where actors and strategic issues come together; and it assembles time-spatial, strategic and discursive aspects providing fruitful insights for management. Drawing on theories from strategic management and communication science, Barbara Kruse explores the practices of strategic discourse in various companies and derives key levers for designing processes of strategy-making: giving access to the relevant actors and strategic issues, providing the conditions for thinking without constraint, and managing the expectations of employees regarding

participation.

CSR im Zeichen der Employer-Brand

Social Media in Human Resources Management

BNA's Employment Discrimination Report

Candidate Experience

Eight Essentials to Emotionally Connect Your Employees to Your Business

Decisions and Orders of the National Labor Relations Board

Employer Branding

Erfahrene Experten zeigen, wie man die wichtigsten Social-Media-Kanäle für die Personalgewinnung erfolgreich nutzen kann. Die Autoren offenbaren ihre Erfolgsgeheimnisse und zeigen auf, wie Sie mit Social Recruiting mehr und besser qualifizierte Bewerber finden. Sie erfahren auch, welche Möglichkeiten es mit „Employer Branding“ für Ihr Unternehmen gibt, um im „War for Talents“ Ihrem Mitbewerber einen Schritt voraus zu sein. Rechtshinweise, Praxisbeispiele, Interviews und Leitfäden sowie eine systematische Gliederung bieten Ihnen eine praktische Entscheidungshilfe für die tägliche Arbeit. Neu in der 3. Auflage u.a. „Active Sourcing in der Praxis“, „Candidate Experience“, „Cultural Fit“, „Contentmarketing im Social Recruiting“, europäische Datenschutzverordnung u.v.m.

Contains profiles of hundreds of the best, rapidly-growing mid-size employers of 100 to 2,500 employees. These are highly-successful companies, located nationwide, that are of vital importance to job-seekers of all types. To survive in today's competitive business environment, marketing professionals must look to develop innovative methods of reaching their customers and stakeholders. Web 2.0 provides a useful tool in developing the relationships between business and consumer. The Handbook of Research on Integrating Social Media into Strategic Marketing explores the use of social networking and other online media in marketing communications, including both best practices and common pitfalls to provide comprehensive coverage of the topic. This book is intended for marketing professionals, business managers, and anyone interested in how social media fits into today's marketing environments.

Neben aktuellen Trends und Strategien aus HR werden in diesem Fachbuch wissenschaftlich fundierte Perspektiven und Methoden vorgestellt. Ebenso werden Konzepte für eine zukunftsorientierte Personalarbeit erläutert. Die Themen sind u.a. Agilität, Arbeit 4.0, Analytics und Prozesse. Mehr als 50 Autoren aus Wissenschaft und namhaften Unternehmen wie Arvato, Bayer, Boehringer Ingelheim, Bosch, B. Braun Melsungen, Daimler, Enercity, Henkel, Klöckner, Lufthansa, Phoenix Contact, Porsche, Schmitz Cargobull, Siemens, Telefonica, Zeppelin u.v.m. liefern interessante Informationen und praktische Umsetzungshilfen. Inhalte: HR-AGILITÄT: Führung und digitale Transformation HR-ARBEIT 4.0: New Work und innovative Organisation HR-ANALYTICS: Künstliche Intelligenz und neue Technologien HR-RECRUITING: Talent Management und digitale Bildung Arbeitshilfen online: Über 100 nationale und internationale thematisch passende Studien

How to Source and Manage Outside Experts

Actors - Issues - Arenas

Hire With Your Head

Creating an Inclusive Workplace

Building Organizational Capabilities

How to Successfully Integrate Social Media into Recruitment Strategy

Mid-Size Firms

Im Dialog sein und bleiben Interne Kommunikation wird seit Jahren in Unternehmen und Organisationen immer bedeutender. Sei es beim Thema Beschäftigtenbindung, also als ein Teil des immer wichtiger werdenden Employer Branding, oder zur Verbesserung aller internen Prozesse. Besonders in innovationsgetriebenen Unternehmen ist die interne Kommunikation für den zukünftigen Innovationserfolg – und damit für die Wettbewerbsfähigkeit des Unternehmens – essentiell. Erfahren Sie in diesem Ratgeber, welche Funktionen interne und externe Unternehmenskommunikation haben, welche Erfolgsfaktoren bei der internen Kommunikation wirken und wie Sie sie für Ihr Unternehmen nutzen können.

Find the right candidate for the job every time Adler's insightful new POWER hiring methods enable managers to attract, assess, and recruit the best candidates through the integration of online tools and offline behavior modifications. New information on hiring and the Internet, diversity, and legal compliance issues is included.

Written for HR professionals and all those responsible for talent acquisition, this evidence-based guide explains what candidate experience is, why it matters and how it impacts the bottom line. Candidate Experience discusses why talent acquisition is more than just recruitment and provides expert guidance on all the key phases of the experience: attraction, application, interviewing, offer and onboarding. There is clear explanation of how to use data, metrics and KPIs to track and measure candidate experience as well as essential coverage of how to excel at recruitment in a post-Covid world from remote interviewing to surge hiring and identifying the new skills a company needs to thrive. This book takes a strategic approach to candidate experience and offers advice on how to deal with business resistance whether this is due to cost, time, regulation or perceived value. Supported by insights from more than 10 years of research in the area from over 1,200 companies and over 1.25 million candidates, practical tools such as a business impact calculator and case studies from organizations including AT&T, Walgreens and Deluxe, this is essential reading for all those responsible for acquiring and engaging the talent the business needs to succeed.

The digitalization of businesses calls for new forms of leadership and collaboration, as traditional human resources strategies are reaching their limits. Personal responsibility, networking and diversity are increasingly recognized as key prerequisites for agility, adaptability and innovativeness.

This book encourages HR managers who want to be pioneers of, or support, digital transformation to rethink their HR strategies. It begins with a clear illustration of the difference between stability and agility in leadership and organization. Building on this, it then guides the reader through a broad range of relevant HR topics and how they compare to the new strategic orientation. All major aspects of HR management are addressed, including recruitment, learning, talent management, remuneration, performance management, corporate training, executive development and change management. Providing a comprehensive, practical, differentiated and non-dogmatic alternative to traditional approaches, the book is a must-read for all those who are concerned with sustainable HR management in the era of digitalization.

Text and Cases

Einfluss und Eignung des Konzeptes der Corporate Social Responsibility für das Employer-Branding in der stakeholderspezifischen Markenführung

Balancing Stability and Agility in Times of Digitization

Advertising and Branding: Concepts, Methodologies, Tools, and Applications

Government Employee Relations Report

Marketing and Promotion

Mit Strategie zum bevorzugten Arbeitgeber

This book contains both theoretical and practical insights, providing a balanced perspective of what it takes for an organization to build its capability in all aspects to survive and succeed. Author's definition of building an outstanding organization is more subjective, he believes when the great numbers of people feel or perceive that organization is really contributing for employees it doesn't require to raise volume, it's in the air. For organizations that desire to be outstanding, it's more important to focus upon the capability development to make organization more outcome- consistent & striving for excellence. This book emphasizes holistic views of capability building of organization through building learning culture & knowledge management, distinctive diversity, inclusion & equality management, performance management, employee engagement & motivation, change management, leadership development, strategic thinking & innovation management, and talent management.

In Brand from the Inside, Libby Sartain and Mark Schumann, branding experts who helped to build employer brands at Southwest Airlines and Yahoo!, describe this secret weapon for a business. The book gives leaders across an organization step-by-step instruction on how to motivate employees to consistently deliver the experience the customer brand promises. By building the employer brand from inside the business—ensuring consistent authenticity, substance, and voice throughout the business—any organization can unleash a powerful tool to emotionally engage employees and recruit and retain the best people.

The book is a compelling inquiry into a topic which impacts all companies but stays shrouded in mystery of what ails boards and how they can add value. The Role of Boards explores the issues and challenges that afflict Indian boards, unravels the array of key strategic weapons for winning the corporate war and proposes action steps for architecting a sustainable competitive edge. Packed with signposts, strategic checklist and principles to guide management and organizations towards sustainable corporate excellence and national development, the book is the new boardroom bible in the emerging post-pandemic and technologically disruptive world. It starts with an examination of the ground realities of Indian organizations and the way in which selfishness, scams and scandals are destroying value, hurting stock markets, increasing the gap between the rich and poor and reducing trust. It then conceptually studies the role of various pillars which can be leveraged for building sustainable competitive edge in organizations: continuous innovation, customer centricity, cost and quality leadership, speed to the market, agility, organizational ambidexterity, people power, ethical governance and strategic leadership. To enhance boardroom governance, the book advocates path breaking recommendations especially in terms of its composition, competence, agenda, decision-making and attention to strategic matters apart from the traditional focus on conformance and compliance. The book is unique in its study of Indian boards from the behavioural point of view. It is the first-of-its-kind to have used the actor approach to examine the nuances and facets of boardroom realities in India and makes recommendations from that vantage point. The book is contextual, rooted in Indian realities, futuristic and recommendatory for enabling corporate India to contribute to the ambitious national endeavour of Atmanirbharta—self-reliant and self-sufficient India.

Written by experts in the field, this well-established book provides a critical and academically rigorous exploration of the key functions, practices and issues in HRM today. The first part of Contemporary Human Resource Management covers fundamental HRM practices while the second half examines contemporary themes and issues such as work-place bullying, flexibility and emotion at work. Each chapter contains two thought-provoking case studies, encouraging readers to identify, examine and apply key concepts to real-world examples. This substantially revised sixth edition includes three completely new chapters and case studies on: HRM in SMEs The Future of Work Employee Wellbeing

30-minute R é sum é Makeover

Experten Know-How / Praxistipps / Rechtshinweise

Federal Register

Praxishandbuch Social Media Recruiting

Strategic Discourse

Developing Engaged and Entrepreneurial Universities

Social Media und Online-Kommunikation für das Krankenhaus

Effective marketing techniques are a driving force behind the success or failure of a particular product or service. When utilized correctly, such methods increase competitive advantage and customer engagement. Advertising and Branding: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on emerging technologies, techniques, strategies, and theories for the development of advertising and branding campaigns in the modern marketplace. Featuring extensive coverage across a range of topics, such as customer retention, brand identity, and global advertising, this innovative publication is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

Dieses Buch soll einerseits einen Überblick über die Konzepte der Corporate Social Responsibility (CSR) und des Employer Branding bzw. der Employer Brand geben und andererseits den wissenschaftlichen Nachweis für Einfluss und Eignung der CSR auf die beiden anderen Konzepte erbringen. Des Weiteren werden erfolgskritische Faktoren herausgearbeitet und Handlungsempfehlungen für das Employer Branding ausgesprochen.

Krankenhäuser können es sich nicht mehr leisten, auf Social Media-Aktivitäten wie Facebook, Blogs, YouTube und Co. zu verzichten. Viele Mitarbeiter in der Gesundheitswirtschaft sind allerdings noch unsicher: - Wie kann Social Media erfolgreich in Marketing- und Employer-Branding-Aktivitäten sowie in die Kommunikation mit den Zielgruppen integriert werden? - Was sollten Krankenhäuser berücksichtigen, wenn sie Social Media-Kanäle nutzen und weiterentwickeln wollen? - Welche rechtlichen Rahmenbedingungen müssen beachtet werden? - Gibt es überhaupt schon Krankenhäuser, die gute Erfahrungen mit der Nutzung von Social Media gemacht haben? Wenn ja, was berichten sie? Antworten (nicht nur) auf diese Fragen finden Sie in vorliegendem Buch. Sämtliche Social Media-Instrumente werden mit spezifischem Nutzen und Funktionsweise vorgestellt und erklärt. Dabei werden auch Antworten zu Fragen nach der Implementierung, den anfallenden Kosten und zur Erfolgsmessung gegeben. Wer sofort loslegen möchte, findet sowohl eine komplette Social Media-Strategie für sein Krankenhaus als auch hilfreiche Tipps und Tricks für die erfolgreiche Umsetzung. Dieses Praxishandbuch präsentiert und vermittelt als neues Standardwerk, wie Social Media verantwortungsvoll, professionell und nutzbringend in Krankenhäusern eingesetzt und erfolgreich umgesetzt werden kann. Checklisten und zahlreiche Best-Practice-Beispiele – darunter herausragende Anwendungen aus anderen Branchen – unterstützen den Praxisnutzen.

You've been in the same job for a few years and haven't given your resume much thought. Suddenly, you run across a great opportunity, or get downsized, and need to update your resume quickly. Professional resume writer Louise Kursmark shows you how to add your newest job and accomplishments, make the formatting sparkle, emphasize your accomplishments, convert your resume for use on the Internet, communicate your personal brand, and much more. Most resume books out there assume that you don't have a resume and are starting from scratch. But if you've already got a resume, most of that advice is wasted time. Skip the startup stuff and fast-forward to an updated and improved resume fast!

30 Minuten Employer Branding

An Insightful Examination of the Principles and Practices of Making Great Organization

HR-Trends 2020

Human Resources Strategies

Personal Branding for Entrepreneurial Journalists and Creative Professionals

How to Improve Talent Acquisition to Drive Business Performance

Data-Driven HR

Traditionally seen as a purely people function unconcerned with numbers, HR is now uniquely placed to use company data to drive performance, both of the people in the organization and the organization as a whole. Data-Driven HR is a practical guide which enables HR professionals to leverage the value of the vast amount of data available at their fingertips. Covering how to identify the most useful sources of data, collect information in a transparent way that is in line with data protection requirements and turn this data into tangible insights, this book marks a turning point for the HR profession. Covering all the key elements of HR including recruitment, employee engagement, performance management, wellbeing and training, Data-Driven HR examines the ways data can contribute to organizational success by, among other things, optimizing processes, driving performance and improving HR decision making. Packed with case studies and real-life examples, this is essential reading for all HR professionals looking to make a measurable difference in their organizations.

In sozialen Organisationen und im Bildungsbereich werden qualifizierte, erfahrene und engagierte Fachkräfte dringend gesucht. Employer Branding bietet der Sozialwirtschaft innovative und facettenreiche Antworten, um dem drängenden Fach- und Führungskräftemangel versiert zu begegnen und eine Vorreiterrolle im „War for Talents“ einzunehmen. Denn starke Arbeitgebermarken heben sich von der Konkurrenz ab, schaffen Identität und binden ihre Mitarbeiter nachhaltig. Dieses Buch erklärt, wie die konkrete Planung, Steuerung und Durchführung des Employer-Branding-Prozesses in der Sozialwirtschaft intern und extern gelingt. Die Autorin liefert Antworten auf Fragen zur Organisationsanalyse, Strategiefindung, effizienten Umsetzung sowie zur praxisnahen Evaluation und nachhaltigen Verankerung. Zahlreiche direkt umsetzbare Tipps sowie Beispiele von Arbeitgebern aus dem sozialen und Bildungsbereich geben einen Einblick in die vielfältige Praxis des Employer Brandings.

Attract the very best talent with a compelling employer brand! Employer Branding For Dummies is the clear, no-nonsense guide to attracting and retaining top talent. Written by two of the most recognized leaders in employer brand, Richard Mosley and Lars Schmidt, this book gives you actionable advice and expert insight you need to build, scale, and measure a compelling brand. You'll learn how to research what makes your company stand out, the best ways to reach the people you need, and how to convince those people that your company is the ideal place to exercise and develop their skills. The book includes ways to identify the specific traits of your company that aligns with specific talent, and how to translate those traits into employer brand tactic that help you draw the right talent, while repelling the wrong ones. You'll learn how to build and maintain your own distinctive, credible employer brand; and develop a set of relevant, informative success metrics to help you measure ROI. This book shows you how to discover and develop your employer brand to draw the quality talent you need. Perfect your recruitment marketing Develop a compelling employer value proposition (EVP) Demonstrate your employer brand ROI Face it: the very best employees are the ones with the most options. Why should they choose your company? A strong employer brand makes the decision a no-brainer. It's good for engagement, good for retention, and good for the bottom line. Employer Branding For Dummies helps you hone in on your unique, compelling brand, and get the people you need today.

This book explores the concept of Employer Branding (EB) as applied to the hospitality sector. Employer branding aims to assist businesses in becoming the employer of choice for potential employees. As such, the concept has potential to change classical approaches of managing people and to improve opinions on careers in the hospitality sector.

Role of Boards

400 Unconventional Tips, Tricks, and Tactics for Landing Your Dream Job

Marketing

Theories, Concepts and Empirical Findings

Agilit ä t, Arbeit 4.0, Analytics, Prozesse

Handel Wewn trzny, tom 3

Finding and Keeping Talent

This book investigates key aspects of the development of engaged and entrepreneurial universities. Reflecting the complex and dynamic nature of changes in higher education institutions (HEIs), multi-level perspectives in the field are taken into account, namely the ecosystem, relationship, organisational and individual perspective. The book highlights the entrepreneurial and the social orientation of HEIs by focusing on both primary economically focused (entrepreneurial) universities and primary socially focused (engaged) universities. It challenges the understanding of the role universities and its individual stakeholders play today. The book explores a multitude of facets and perspectives on the topic and addresses both what we already know and what knowledge still needs to be acquired.

Is it really possible for an individual or an organization to develop an inclusion and diversity mindset within the proverbial 99 days? Award-winning social entrepreneur Dr Saundarya Rajesh, one of India ' s most prominent diversity strategists who is credited with having ushered in the ' second-career ' revolution for women professionals, believes it is. In an engaging, gentle, often light-hearted way, Dr Rajesh demystifies this vast subject of Diversity & Inclusion (D&I) for the business leader, the diversity enthusiast and even the young professional who is curious about this topic. Over a set of 99 stories, anecdotes and thought blogs, this book sequentially uncovers what inclusion and diversity means and how this can be absorbed by just about everyone. At the core of The 99 Day Diversity Challenge is the belief that the organizational practice of inclusion actually results in us becoming better human beings. For when we break down differences and create greater connectedness between people, we are building a better world. What is The 99 Day Diversity Challenge? • A never-before account of the nascent experiences of implementing the culture of D&I at the Indian workplace • A precise explanation on the different strands of diversity, how to leverage each strand and the future of the D&I thought • A handy guide to set organizational inclusion goals, design a methodology to accomplish them and track your progress • An interesting ' user manual ' to unlock the diverse human potential at your workplace

Decisions and Orders of the National Labor Relations Board, Volume 359, September 28, 2012, Through July 16, 2013

Ready! Aim! Hired! "This is an immensely helpful book, with the ancient wisdom of recruiters, and the up-to-date insights of two skilled Internet surfers. If you're job-hunting, you'll be grateful to learn the tips and tricks of these two seasoned veterans. I learned a lot myself." —Richard N. Bolles, author, What Color Is Your Parachute? "I have been an apprentice, a company president, and a CEO. No other single source provides a more contemporary and embracing job search bible. This book offers literally hundreds of little known insider tips, strategies, out-of-the-box success stories, hands-on exercises, and pearls of wisdom. Many readers will hear the words, 'You're Hired' due to David Perry and Guerrilla Marketing for Job Hunters." —Kelly Perdew, Executive Vice President, Trump Ice winner of The Apprentice 2 "Guerrilla Marketing for Job Hunters is an absolutely 'right on' book for today's job market. It not only has great job search tips but it takes you into the electronic job search system better than anything I've seen written to date." —William J. Morin, Chairman and CEO, WJM Associates, Inc. former CEO of DBM Using a typically unconventional Guerrilla approach, authors Levinson and Perry cover all the basics of a winning campaign. This book covers: Using the Internet for everything from research and job searches to your own Web site, blogs, and podcasting Performing an extreme resume makeover and creating a higher-powered value-based resume Harnessing the full power of Google, LinkedIn, and ZoomInfo to uncover opportunities in the "hidden job market" ahead of your competition (or other job hunters) Branding yourself and selling your strengths in

resumes, letters, e-mail, and interviews Guerrilla Marketing for Job Hunters includes real-life war stories from successful job hunters and expert tips and tactics from over 100 prominent headhunters.

Wie Sie als attraktiver Arbeitgeber die richtigen Fachkräfte finden und halten

Employer Branding in der Sozialwirtschaft

Rev Up Your Résumé in Half an Hour

New York Supreme Court

Guerrilla Marketing for Job Hunters

Contemporary Human Resource Management

The 99 Day Diversity Challenge