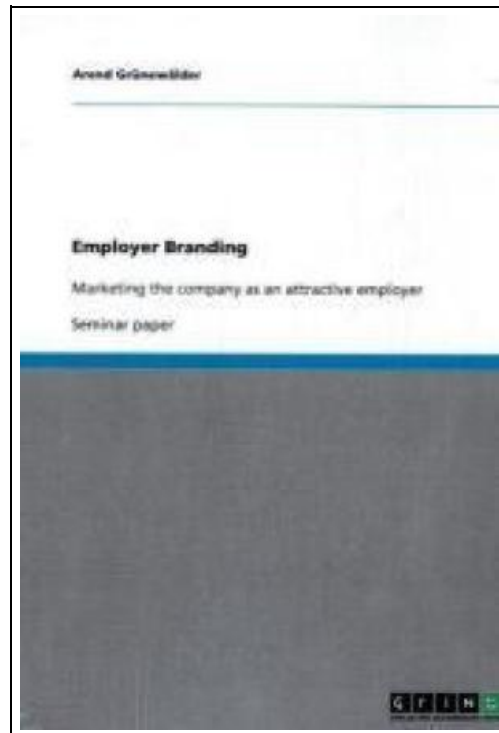


## Employer Branding. Marketing the company as an attractive employer



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## EMPLOYER BRANDING. MARKETING THE COMPANY AS AN ATTRACTIVE EMPLOYER



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GRIN Verlag Aug 2008, 2008. Taschenbuch. Book Condition: Neu. 214x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2007 in the subject Business economics - Personnel and Organisation, grade: 1,7, University of applied sciences, Neuss, course: Marketing, 14 entries in the bibliography, language: English, abstract: Employee attraction and retention will continue to play an important role for companies. Vacancies needs to be filled with qualified and flexible talents which are limited available on the HR market. Thus companies have to create effective instruments for fighting for talents. Before compiling a strategy for initiating an Employer Branding development, this working paper analyzes the needs for Employer Branding as well as the elements influencing the attractiveness of an Employer. According to surveys mentioned in the following chapters, it is proven that a strong Employer Brand has a significant influence in the employees performance and that a strong product brand can essentially support the development of the employment brand. The attributes playing highest role in Employer Branding importance are reputation of products and services, corporate culture and work environment. The practical roadmap for initiating an Employer Branding strategy consist of a four step system. Embedded system elements are (1) assess, (2) construct, (3) implement and (4) measure. In the phase of setting up an Employer Branding strategy as well as measuring its effectiveness, a benchmarking with other company's efforts and best practices can be helpful. Some sources and success stories are listed later in this assignment. A number of examples and numerous researches reflected in this paper allow to state that an investment in a strong Employer Branding is a good investment in the company's future. The global market, the current demographical trends and other challenges will produce a shortage of talents. During...



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