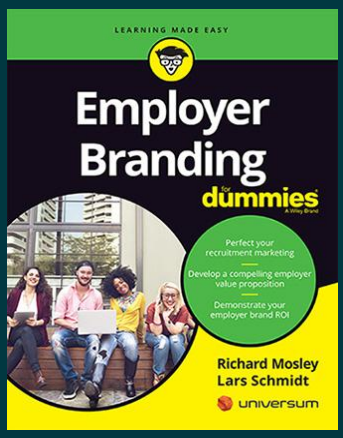
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Employer Branding For Dummies

By Richard Mosley, Lars Schmidt

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Description

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.

About the Author

Richard Mosley, Lars Schmidt

Universum is the world's leading employer branding research agency working with a large proportion of the Global Fortune 500 companies as well as a significant number of local/regional companies in 55+ countries.

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