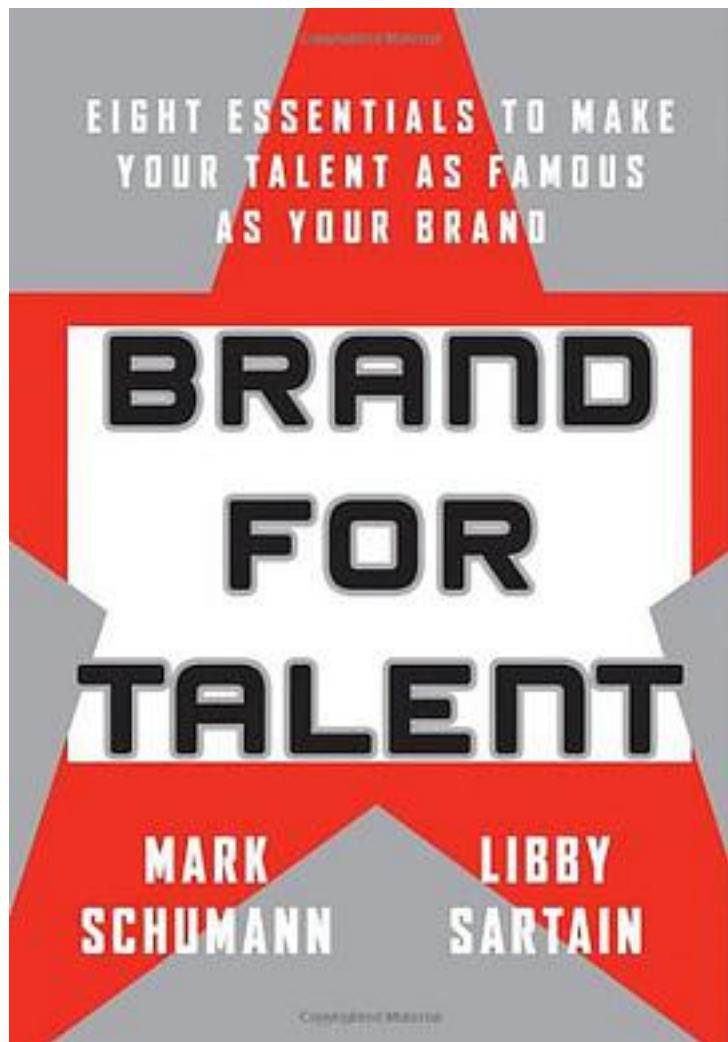


# Brand for Talent



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著者:Mark Schumann

出版者:Jossey-Bass

出版时间:2009-04-06

装帧:Hardcover

isbn:9780470182680

Praise for Brand for Talent "As a marketer, nothing is more important than building a strong, relevant brand. As a leader, nothing is more important than creating an energized, talented group of employees. Brand for Talent provides a compelling framework and great practical tips. It will change the way you think about your people strategy."

—Cammie Dunaway, Nintendo of America " Brand for Talent is your wake up call to the realities of today's hiring marketplace. Branding baristas Mark Schumann and Libby Sartain welcome you with a steaming mug of half philosophy and half pragmatism topped with real-world examples. Get Brand for Talent, get amped and get going!"

—Brad Whitworth, ABC, Cisco, IABC Fellow, IABC Past Chairman "In this compelling and incisive book, Mark Schumann and Libby Sartain bring branding into the realm of human resource management."

—Hayagreeva Rao, Graduate School of Business, Stanford University "This is a fascinating book. Using the power of a consumer brand as a lever to retain talent is a given. What hasn't been done until this book is to put the brand to work in order to attract the best. Who would have thought that social networking would become the new battleground in the hunt? This is one human resources book I actually enjoyed reading."

—Lou Williams ABC, APR, L.C. Williams & Associates, IABC Fellow, IABC Past Chairman, Institute for Public Relations Fellow "Mark Schumann and Libby Sartain bring unique experiences and examples that show how to go beyond simple recruiting to create a sustainable talent system for good times and tough times."

—Dr. John Boudreau, Marshall School of Business, University of Southern California

From the Inside Flap The marketplace for talent becomes more intense with each year, no matter how turbulent the economy may be. Using every social media tool available at their fingertips, workers bring high expectations and well-honed skills as retail consumers to search for work experiences that offer connection and fulfillment beyond traditional definitions of task, opportunity, and security. This change makes a brand an essential part of any business strategy to secure talent. But a traditional employer brand is no longer enough. In this book, brand experts Mark Schumann and Libby Sartain introduce a new business marketing tool—the talent brand—with examples from a number of the world's leading brands. While the employer brand must resonate with people on the inside of a business, the talent brand must attract segments of workers to join, stay, and engage. Brand for Talent shows how creating a talent brand can help any business thrive in the new talent marketplace and with the new consumer of work to get the right people in the right work at the right time.

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