



Human Resource Marketing. From Job Advertising to Employer Branding

By Thomas Mayer

GRIN Publishing Sep 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, University of applied sciences, Munich, language: English, abstract: This paper describes the change in Human Resource Marketing from classical, established Job Advertisement to a relatively novel complementary approach, called Employer Branding. The work will discuss common vehicles of Job Advertisement utilized in the past and today and then advance to define and describe the process of Employer Branding used by companies and institutions to cope with the challenges comprised in the 21st Century labor market. The findings documented in this work are important to better understand mechanisms of HR-Marketing and the connection between internal and external branding and its implications on not only recruitment, but also on motivation, engagement and retention of current and prospective employees. 'This generation will turn employment-culture inside out radically' Anders Parment, a lecturer at Stockholm Business School stated. The quote is aimed at Generation-Y. Generation-Y, defined as being born in the 1980s and 1990s, is increasingly represented in the labor-market, displacing the previous generation of 'Baby-Boomers 2 who were born in the time following WWII....

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