

The Talent Magnet Employer Branding Recruitment Marketing Strategies To Attract Millennial Talent

In the face of rapid changes and challenges to the business environment, learning and talent are key to the success of businesses. This is an area in which the Chief Learning Officer (the CLO) is vital and has evolved into a Chief Talent Officer role in organizations. The Chief Talent Officer is now responsible for working to drive value, focusing on issues such as talent, organization design and development, culture, business alignment, managing resources, innovation, technology, utilization, customer service, and ROI. Chief Talent Officer discusses the critical, value-adding role of the next generation CLO, and the strategies that can be used to fulfill this role. With a wealth of perspectives from some of the world's best talent executives, this book illuminates the role from the CLO's perspective. This revised and refreshed edition of the text includes the latest illustrative examples, explanations, and data. The reader is shown the role of the CLO from diverse, multinational points of view, and taken through the varying aspects of business strategy in a range of international environments. This book is a vital tool for managers and students, providing techniques and methods for the training, talent, and HR communities alike. It will help its readers to demonstrate and understand the potential value that can be added to any organization when it is managed and organized well, and equipped with appropriate leadership. The biggest challenge enterprises face today is attracting and retaining talent. Even if most companies succeed in attracting the best talent, most of them falter on the critical part which is retention. This book unravels the mystery behind 'The Magnetic Organization'. It provides practical solutions that managers can use to address their employees' real concerns and keep them actively engaged.

Levels of 'employer brand awareness' are rising fast across Europe, North America and Asia-Pacific, as leading companies realise that skilled, motivated employees are as vital to their commercial success as profitable customers and apply the principles of branding to their own organization. Starting with a review of the pressures which have generated current interest in employer branding, this definitive book goes on to look at the historical roots of brand management and the practical steps necessary to achieve employer brand management success - including the business case, research, positioning, implementation, management and measurement. Case studies of big-name employer brand stories include Tesco, Wal-Mart, British Airways and Prêt à Manger.

The definitive guide to finding, developing, and keeping the best talent—expanded with brand new and updated material The Talent Management Handbook is the established go-to guide for HR professionals, managers, and leaders looking for the best ways to use talent management programs to develop a culture of excellence. This third edition features new and updated chapters based on fresh approaches and material for identifying, recruiting, positioning, and developing highly qualified, motivated people to meet current and future business requirements. Filled with expert advice, the book offers a roadmap for developing a comprehensive approach to talent management that will guide professionals in the coming years.

Recently vilified as the prime dynamic driving home the breach between poor and rich nations, here the branding process is rehabilitated as a potential saviour of the economically underprivileged. Brand New Justice, now in a revised paperback edition, systematically analyses the success stories of the Top Thirteen nations, demonstrating that their wealth is based on the 'last mile' of the commercial process: buying raw materials and manufacturing cheaply in third world countries, these countries realise their lucrative profits by adding value through finishing, packaging and marketing and then selling the branded product on to the end-user at a hugely inflated price. The use of sophisticated global media techniques alongside a range of creative marketing activities are the lynchpins of this process. Applying his observations on economic history and the development and impact of global marketing, Anholt presents a cogent plan for developing nations to benefit from globalization. So long the helpless victim of capitalist trading systems, he shows that they can cross the divide and graduate from supplier nation to producer nation. Branding native produce on a global scale, making a commercial virtue out of perceived authenticity and otherness and fully capitalising on the 'last mile' benefits are key to this graduation and fundamental to forging a new global economic balance. Anholt argues with a forceful logic, but also backs his hypothesis with enticing glimpses of this process actually beginning to take place. Examining activities in India, Thailand, Russia and Africa among others, he shows the risks, challenges and pressures inherent in 'turning the tide', but above all he demonstrates the very real possibility of enlightened capitalism working as a force for good in global terms.

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.

Digitization and Artificial Intelligence are at the center of every board room conversation these days. Most CEOs, senior

management and boards are less worried about their traditional competitors. The impact of disruption through digitization is real and quantifiable – 52% of Fortune 500 companies have been replaced since 2000. The task of enabling new digital business models gets exponentially harder as the complexity of systems are greater. Most CIOs, CTOs are struggling with when to start, what to do, and how to meet the expectations of their CEOs and Boards. Design patterns help narrow this gap by documenting a well-working solution to a problem that occurs repeatedly in a given context. “Enterprise Digitization Patterns” breaks down digital disruption enablers and delivers a cookbook across three key pillars – Digital Experience, Enterprise IoT and Autonomous Systems. The book provides reference architectures, design patterns, maturity models and practical case studies to drive new forms of customer value, business outcomes and business models. The design patterns are distinct or relevant to modern-day enterprise digital platforms that enables enterprise digital business models.

Attracting, hiring, developing and retaining the right people is crucial to an organization's success. The stakes have never been higher: a 2015 study by CAP suggests that the average cost of employee attrition is 20% of a mid-level employee's annual salary and up to 213% of a high-level executive's salary. In a business environment changing so rapidly that jobs which will be essential in 2020 don't even exist yet, Exceptional Talent examines how changes in technology, communication, and employee preferences are impacting the talent journey. It gives practical advice for how to build an effective recruitment and talent management strategy to meet the needs of the business today and prepare for the challenges of the future. Exceptional Talent covers how to build an authentic employer brand, explores new ways of sourcing candidates and explains how to use print, digital, social and mobile platforms to target the right people in the right way. Highlighting the impact of networks, relationships and referrals on talent acquisition, it also provides tools and techniques to create an efficient recruitment process, strategies for effective onboarding of new employees as well as practical advice and best practice case studies for retaining and engaging employees.

The new and updated edition of the classic work on Disruptive HR. The way we work is changing fast, and traditional HR is no longer fit for purpose. Equipping our organizations to meet today's demands requires something very different. This book provides HR professionals with: a compelling case for changing HR practical people solutions for a disrupted world strategies to make the changes they need ways to equip HR with the right capabilities and mindset

The Chairman & CEO of OgilvyOne Worldwide and career advisor extraordinaire, Brian Fetherstonhaugh, outlines the three stages of a long, successful work life and offers guidance to plan ahead and get the most out of each phase. The world of careers is vastly different than it was just five years ago—more choices, more competition, and relentless change in how we define work-life. It can be difficult to understand our options and plan for a prosperous future. Where can you go for answers? Colleges may teach us academic and technical skills, and there are places to look for tips on how to write a resume or prep for a job interview. But is it enough? Brian Fetherstonhaugh, CEO of OgilvyOne Worldwide, understands this dilemma and how to navigate it. He believes we need more than tactics—we need robust, road-tested strategies that combine old-school wisdom with new-school context so that we can flourish in the new professional reality. In *The Long View*, Fetherstonhaugh shows us the three distinct but interconnected stages of a career, and how we build ‘fuel’ at every step along the way to create long-term success. *The Long View* teaches us new ways of finding jobs, new methods to build careers that last, and a new definition of “work” that embraces life-satisfaction and happiness. *The Long View* offers highly practical exercises that challenge you to rethink how to assess your skills, invest your time and expand your personal network, and provides a framework for facing tough job decisions. With insights drawn from interviews with a variety of professionals—who share both success stories and cautionary tales—*The Long View* will help you establish your own path for overcoming obstacles and making the best choices for a long, accomplished, and rewarding career. “THE LONG VIEW is one of the most practical and comprehensive guides to a meaningful career that I have read. Whether you are just starting your search for a job or trying to get a career back on track, start by reading *The Long View*.”—Tom Rath, best-selling author of *ARE YOU FULLY CHARGED?*, *EAT, MOVE, SLEEP*, and *STRENGTHSFINDER 2.0* “THE LONG VIEW is the career guide you’ve been looking for—forward-thinking advice from a seasoned business leader. Brian Fetherstonhaugh offers practical exercises, useful advice—and deep insights into what a meaningful career looks and feels like.”—Susan Cain, co-founder of Quiet Revolution and New York Times bestselling author of *QUIET: The Power of Introverts in a World That Can’t Stop Talking*

Employees don't work for companies; they work for people. The more irresistible you are as a leader, the more pull you have for employees to want to stay and for your customers to remain loyal. In *The Magnetic Leader*, Roberta Matuson asks us to consider that the quality of a company's leadership is the most important factor in attracting and retaining high-quality employees. Matuson has spent 20 years helping organizations achieve both market leadership and dynamic growth by maximizing the talent they already have, in addition to creating a magnetic environment that attracts high-caliber new hires. Many are searching for a magical formula, but the fact is that the answer lies inside businesses' organizations. Instead of offering crazy perks, companies need to focus on the one perk they can't get anywhere else, which is the opportunity to work with a truly magnetic leader. *The Magnetic Leader* aids readers in transforming their leadership style from push to pull, repel to attract, dismal to good, and then good to great. They'll become magnetic leaders who attract the cream of the crop and ultimately create legions of loyal, talented superstars eager to beat the competition.

""It does not take a majority to prevail... but rather an irate, tireless minority, keen on setting brushfires of freedom in the minds of men." Samuel Adams" In 2115, New England society is thriving a century after a worldwide economic and societal collapse. There are no borders, no states, and no coercive regulations, yet never has a more peaceful and prosperous place existed on earth. But there is unrest in this apparent paradise. Mr. Drake's third generation security company has seen better days, and his arbiter friend Mr. Barry is under investigation by Business Ethics Review for

allegedly taking a bribe. Faced with the prospect of a crumbling business, and waning power, the two devise a plan to reform society to their liking. Mr. Drake and Mr. Barry intend to replace the anarchy of New England, with... a government! However, intrepid reporter Molly Metis, won't be intimidated by the pair. Despite attempts to stop her, she continues to dig deeper into recent events surrounding Drake and Barry. She is sure she can expose the dark plot, but will anyone listen? Will they care? And what will be the cost?

This book will be appreciated by people who don't ever need to be involved in the hiring of a new staff member. Everybody has to work in recruitment at some point in their life – even if it's only to find a job. Mitch Sullivan has experienced recruitment from a number of different perspectives – not least those of a hiring manager and a job seeker. He's spent nearly 30 years in the industry – in agencies, in large corporates and as a recruitment copywriter. His blogging style has been described as “three cords and the truth” – partly because each blog generally takes less than a couple of minutes to read and partly because of the unapologetic sarcasm (or wit if you're feeling generous) he uses to deliver this honesty. This book is a collection of some of the 160 blogs he's written on recruitment, covering areas of the industry as diverse as agency culture, retained recruitment, assessment, employer branding, job advertising, the candidate experience and even employee engagement.

Attract, recruit, and retain the very best with a strategic employer brand From one of the world's leading pioneers in the employer brand discipline and author of the first book on the subject The Employer Brand, comes the long-awaited practical follow-up Employer Brand Management. Talented, motivated employees are a company's best assets, and the techniques in this book help attract, recruit, and retain the very best. A successful employer brand reaches beyond the boardroom to establish confidence, loyalty, and enthusiasm all the way down the ladder. Employer Brand Management gives readers a personal grasp of a new approach to people management. It draws on significant advances in practices among leading companies to provide a handbook for employer brand development and implementation. With a wide range of case studies and examples, you'll be taken step-by-step through the employer brand development process. You will find information on the latest developments in technology, with particular attention paid to socially-enabled recruitment marketing and employee communication and engagement. You will: Follow the process of brand planning, definition, implementation, and application Discover how brand thinking can strengthen strategy and reinforce HR value Improve existing recruitment and talent management programs Learn the importance of employee engagement in the brand experience

Human Resources topics are gaining more and more strategic importance in modern business management. Only those companies that find the right answers to the following questions have a sustainable basis for their future success: - How can we attract and select the right talent for our teams? - How can we develop the skills and behaviors which are key for our business? - How can we engage and retain the talent we need for our future? While most other management disciplines have their standards and procedures, Human Resources still lacks a broadly accepted basis for its work. - operational perspective Both the structured collection of reflected real-life experience and the multi-perspective view support readers in making informed and well-balanced decisions. With this handbook, Springer provides a landmark reference work on today's HR management, based on the combined experience of more than 50 globally selected HR leaders and HR experts. Rather than theoretical discussions about definitions, the handbook focuses on sharing practical experience and lessons learned from the most relevant business perspectives: - cultural / emotional perspective - economic perspective - risk perspective

Why do consumers pay a premium for a Dell or Hewlett-Packard laptop, when they could get a generic machine with similar features for a lower price? The answer lies in the power of branding. A brand is not just a logo. It is the image your company creates of itself, from your advertising look to your customer interaction style. It makes a promise for your business, and that promise becomes the sticking point for customer loyalty. And that loyalty and trust is why, so to speak, your laptops sell and your competitors' don't. Whatever your business is, whether it's large or small, global or local, Branding For Dummies gives you the nuts and bolts know-how to create, improve, or maintain a brand. This plain-English guide will help you brand everything from products to services to individuals. It gives you step-by-step advice on assembling a top-notch branding team, positioning your brand, handling advertising and promotion, avoiding blunders, and keeping your brand viable, visible, and healthy. You'll get familiar with branding essentials like: Defining your company's identity Developing logos and taglines Launching your brand marketing plan Managing and protecting your brand Fixing a broken brand Making customers loyal brand champions Filled with easy-to-navigate icons, charts, figures, top ten lists, and humor, Branding For Dummies is the straight-up, jargon-free resource for making your brand stand out from the pack—and for positioning your business to reap the ensuing rewards.

Staffing is today's Talent Agenda! A culture in which staff can work without encumbrances and to attract and retain top talent is the one that works. Policies and programs, vision and values, strategies and goals, risks and reward, demand and supply, pain and gain, love and hate, all have to singularly focus on managing talent. Enterprises have lost their ability to command and control talent. It's all about Supply versus demand! Today talent rules! In a good way! The book deals with the concept of Business of Staffing, keeping Talent Agenda as its core purpose. Based on an empirical research spread over 10 years the analysis brings to bear the changed nature of talent management as they impact corporate organizations and goes beyond competencies, testing or talent issues. With a focus on building sustainable talent stars the book covers a wide variety of case examples, expert opinions, consulting experience, leading practices in corporate organizations and global examples of trends and innovations.

Why are some recruiters successful while so many others fail and leave the industry? Why do other recruiters spend their whole careers bouncing around from company to company with little or no success? The answer: they never learned fundamental recruiting skills. Recruiting 101 explains how to develop 15 fundamental recruiting skills. Learn how to excel

in sourcing, social media, recruitment marketing, candidate engagement, cold calling, interviewing and selection, and more. In addition, step-by-step instruction is included on how to become efficient in using these major recruitment tools: LinkedIn, Indeed, Facebook, Monster, and CareerBuilder. From the junior recruiter just starting out to the senior recruiter looking to improve, Recruiting 101 is for all professionals who aim to take their career to the next level.

NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four.

Human Resources used to be about recruiting good people, preparing them for assignments, motivating them to perform, and retaining them. Do these things well and your well-oiled machine will operate as planned. But in today's turbulent and increasingly broadening economy, HR must go beyond its traditional focus if a company is to also expand and become as far-reaching as the times are trying to take it. While the core plan of recruit, prepare, motivate, and retain is still essential, High-Impact Human Capital Strategy examines 12 critical forces that must also be evaluated and maximized if a company is to continue its success, including: globalization, changes in workforce demographics, skill shortages and mismatches in labor markets, environmental matters, and more. Readers will learn how to design human capital programs that:

- Incorporate each of the 12 critical forces into an effective overall plan
- Connect with business measures
- Achieve positive ROI
- Ensure critical talent is in place
- Boost engagement
- Address work/life balance and other social issues
- Reduce the need to outsource

Complete with case studies and step-by-step guidelines to help you move beyond the traditional focus of Human Resources, the indispensable plans of attack found in High-Impact Human Capital deliver measurable value in the face of ongoing challenges that are not going away.

When you become a Multiplier, your whole team succeeds! Why do some leaders double their team's effectiveness, while others seem to drain the energy right out of the room? Using insights gained from more than 100 interviews with school leaders, this book pinpoints the five disciplines that define how Multipliers bring out the best across their schools. By practicing these disciplines, you'll learn how to:

- Attract top teachers to your school
- Create an intense environment that demands people's best thinking
- Drive sound decisions by constructing debate and decision-making forums
- Give your team a sense of ownership for responsibilities and results

The Talent Magnet Employer Branding and Recruitment Marketing Strategies to Attract Millennial Talent Createspace Independent Publishing Platform

Leading Headhunter Adrian Evans shares 7 secrets that guarantee you an 'unfair advantage' in the current job market. During tough economic times it's more vital than ever to hold on to and leverage your top performers: They've got the outsize smarts and dedication your firm needs to survive recession and emerge stronger. Yet in 2009 many employers are failing to support and sustain their best people. Loyalty and trust are out the window. Engagement is through the floor. Flight risk is at an all time high. In Top Talent, a volume in the Memo to the CEO series, Sylvia Ann Hewlett presents new data detailing what has happened to top talent in this brutal down cycle. She then explains how companies can re-engage and re-energize their stars. Drawing from virtual strategy sessions conducted within fourteen corporate giants--including GE, Merrill Lynch, and Time Warner--Hewlett presents eight cutting-edge interventions that have emerged as "top picks" for managers looking to motivate top talent in tough times, including:

- Show that top leadership cares
- Create a "no-spin" zone characterized by candid, frequent communication
- Strengthen camaraderie and model stress-busting behaviors
- Provide powerful nonmonetary rewards

Concise and practical, this guide is essential for employers seeking to turbo charge their star performers.

Ninety percent of business problems are actually recruiting problems in disguise. If you're filling your company's vacant positions with B-Players, you're playing with fire. Instead, hire Rockstars to build an organization with limitless potential. Recruit Rockstars shows you how to find, hire, and keep the best of the best. Top-tier executive recruiter Jeff Hyman has hired more than three thousand people over the course of his career. Now, he reveals his bulletproof 10-step method for landing the very best talent, based on data instead of gut feel. From sourcing and interviewing to closing and onboarding, you'll learn how to attract winners like a magnet and avoid the mistakes that result in bad hires. Assembling a team of driven and innovative Rockstars is the most powerful competitive advantage you can have in today's ever-changing business world. Recruit Rockstars will help you nail your numbers, impress your investors, and crush your competitors.

Step by step, this hands on guide gives all companies the strategic weapons they need to meet the top challenge of today's hot economy.

Wall Street Journal Bestseller A thought-provoking, accessible, and essential exploration of why some leaders ("Diminishers") drain capability and intelligence from their teams, while others ("Multipliers") amplify it to produce better results. Including a foreword by Stephen R. Covey, as well the five key disciplines that turn smart leaders into genius makers, Multipliers is a must-read for everyone from first-time managers to world leaders.

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.

New 2nd edition is now available. As companies reorganize and reengineer, thousands of people are finding themselves tossed into management every day. "You may go to bed as a member of the team and wake up to find yourself suddenly in charge," says Matuson. The key to success is managing effectively both up and down the line of organization—this first edition of *Suddenly in Charge* provides a unique approach with two books in one: read it in one direction and you'll find all the tips and tools you need to manage down, establishing credibility with your team and leading in a way that both builds rapport and garners respect. Flip the book over and you'll find success strategies for managing up, interacting successfully with your bosses and developing strong relationships. In the *Managing Up* side of the this book, you will learn how to manage your relationships and responsibilities as an employee, including how to understand the boss's style of management; deal with dictatorial, indecisive or otherwise difficult bosses; promote yourself; ask for raises; and know when it's time to leave a position. With key learning points, real-life examples and proved strategies for effective communication, *Managing Up* helps you navigate the world of office politics while staying true to yourself. The key to success is managing effectively both up and down the line of organization. In the *Managing Down* side of this book, you will learn how to manage your relationships and responsibilities as a boss, including how to stay sane during conflicts, evaluate performance, and make the hiring and firing process easier and more mutually beneficial. With key learning points, real-life examples and proven strategies for effective communication, *Managing Down* helps you clearly define your new role and cultivate an environment of engaged, motivated employees.

Employer Branding & Recruitment Marketing Strategies to Attract Millennial Talent. It's predicted that, by the year 2025, more than 75% of the global workforce will be made up of Millennial talent. Some call them Gen Y; others label them Millennials. Whatever you wish to call this generation, it's true to say that those born between the early 1980s and the late 1990s think differently, act differently, and ultimately react differently to any other age group. They have different ambitions and views on work to those that came before them. The consumer's buying dynamic has changed: often a customer interested in buying a product has done 60-70% of their research before a salesperson gets involved. This is exactly what is happening in the job market with candidates and employers - so when it comes to recruiting the best talent, you need to get this right. Employer branding and intelligent recruitment marketing is vital to attract and engage the Millennial generation of talent. This book will help you become a winning employer of choice. Be remarkable. Become a "Talent Magnet."

What Does Top Talent Really Want? More than vision, strategy, creativity, marketing, finance, or even technology, it is ultimately people that determine organizational success. That's why virtually every organization wants more top talent. But do you know what they're looking for? It might not be what you think! *Talent Magnet* will show you how to attract and keep great people.

The Present Book Is The Most Authentic Presentation Of Contemporary Concept, Tools And Application Of Human Resource Management. All The Latest Developments In The Arena Have Been Incorporated. It Remarkably Differs From The Books On The Subject Written In A Conventional Manner As It Does Not Attempt To Rediscover Personnel Management Under The Garb Of Human Resource Management. A Separate Chapter On Strategic Human Resource Management Is The Uniqueness Of This Book. Attempt Has Been Made To Provide For The Ambitious Students And The Inquisitive Scholars A Comfortable, Genuine And Firm Grasp Of Key Concepts For Practical Application Of Human Resource Management Techniques In Actual Business Organisations. Review Questions Have Been Provided At The End Of Each Section To Help The Students Prepare Well For The Examination. In Its Description Of The Entire Conceptual Framework Of Human Resource Management, Care Has Been Taken To Avoid Jargons Which Usually Obscure A Work Of This Kind. Another Speciality Of The Book Is That It Can Be Used As A Textbook By Students And As Handbook By Hr Managers And Practitioners. It Will Be Highly Useful For The Students Of Mba/Mhrm/Mpm/MLw/Msw In Hrm And M.Com. Courses Of All Indian Universities.

NEW YORK TIMES BOOK REVIEW EDITORS' CHOICE • An outsider who can travel between worlds discovers a secret that threatens the very fabric of the multiverse in this stunning debut, a powerful examination of identity, privilege, and belonging. WINNER OF THE COMPTON CROOK AWARD • FINALIST FOR THE LOCUS AWARD • "Gorgeous writing, mind-bending world-building, razor-sharp social commentary, and a main character who demands your attention—and your allegiance."—Rob Hart, author of *The Warehouse* NAMED ONE OF THE BEST BOOKS OF THE YEAR BY NPR • Library Journal • Book Riot *Multiverse* travel is finally possible, but there's just one catch: No one can visit a world where their counterpart is still alive. Enter Cara, whose parallel selves happen to be exceptionally good at dying—from disease, turf wars, or vendettas they couldn't outrun. Cara's life has been cut short on 372 worlds in total. On this dystopian Earth, however, Cara has survived. Identified as an outlier and therefore a perfect candidate for multiverse travel, Cara is plucked from the dirt of the wastelands. Now what once made her marginalized has finally become an unexpected source of power. She has a nice apartment on the lower levels of the wealthy and walled-off Wiley City. She works—and shamelessly flirts—with her enticing yet aloof handler, Dell, as the two women collect off-world data for the Eldridge Institute. She even occasionally leaves the city to visit her family in the wastes, though she struggles to feel at home in either place. So long as she can keep her head down and avoid trouble, Cara is on a sure path to citizenship and security. But trouble finds Cara when one of her eight remaining doppelgängers dies under mysterious circumstances, plunging her into a new world with an old secret. What she discovers will connect her past and her future in ways she could have never imagined—and reveal her own role in a plot that endangers not just her world but the entire multiverse. "Clever characters, surprise twists, plenty of action, and a plot that highlights social and racial inequities in astute prose."—Library Journal (starred review)

The culture an organisation cultivates as an employer is just as important to its success as the brand image of its products or services. A culture that is at odds with the organisation's commercial activities is a very powerful signal to customers, employees and other stakeholders; it is a signal that will impact on the employers' sales, market reputation,

share value and their ability to attract and retain the kind of employees that they need. In fact, employer branding is a complex process that involves internal and external customers, marketing and human resource professionals. Helen Rosethorn's book puts the whole topic into context, it explores some of the shortcomings of employer branding initiatives to date and provides a practical guide to the kind of strategy and techniques organisations need to embrace in order to make the most of their employer brand. At the heart of the book is the concept of the strategic employee lifecycle and ways in which an organisation should engage with potential, current and past employees. The Employer Brand focuses on the experiences and perspectives of organisations that have applied employer brand practices. It is a book about marketing - and the relationship of customers and employees; about culture - and the need for fundamental change in the role of the human resources function; about psychology - and the changing aspirations of the next generation of employees; and about hard-nosed business - and the tangible and intangible benefits of a successful employer branding strategy and how to realize them.

In today's fiercely competitive job market, with the balance of power squarely in job-seekers' hands, how can organizations attract and retain the most talented candidates--and the best additions to their culture? The answer may surprise you. The most effective employer brands don't attract candidates; they repel them. Combining the expertise of employer brand industry leaders Charlotte Marshall and Bryan Adams, *Give & Get Employer Branding* redefines the concept of an employee value proposition entirely. Instead of a sales pitch aimed at seducing candidates with sizzle, this refreshing new approach harnesses the value to be found within the cultural realities and expectations of the company. You'll learn how to create a "smart filter," elevate your organization's strengths by pairing them with what it truly takes to thrive, and answer the burning questions on candidates' minds like never before.

What does it really take to succeed in business today? In *A New Brand World*, Scott Bedbury, who helped make Nike and Starbucks two of the most successful brands of recent years, explains this often mysterious process by setting out the principles that helped these companies become leaders in their respective industries. With illuminating anecdotes from his own in-the-trenches experiences and dozens of case studies of other winning—and failed—branding efforts (including Harley-Davidson, Guinness, The Gap, and Disney), Bedbury offers practical, battle-tested advice for keeping any business at the top of its game.

The competition wants your customers AND your best people. Learn the new rules for attracting top talent and getting them to stick around. *Talent Magnetism* offers straightforward, easy-to-apply techniques that help managers navigate the challenges of attracting and keeping talent to foster innovation and fuel growth. Roberta Matuson, bestselling author of *Suddenly in Charge* and award-winning management consultant, shows you how with: * Fresh techniques and creative ways to build an organization with talent magnetism, where top talent is pulled in with minimal effort on the employer's part. * Proven methods which focus on what today's post-recession workers value most. Hint: It isn't what you think! * Case studies of organizations that have achieved "magnetic" status without Toyotasized budgets. * Rules of Attraction: recommendations to propel you forward at warp speed. Drawing on real-life case studies and examples, Matuson demonstrates the new rules of workplace attraction and retention, helping you and your organization develop irresistible talent magnetism.

If you want your business to grow, you need to be able to rely on your ability to hire talent reliably and consistently. No talent pipeline? No growth, and no business. But your recruiting team is drowning (I asked them). They need help. Now, if you ask recruiters, they will ask for headcount. Or more technology. But more bodies and more tools won't solve the issue (though it will eat up your budget). What you need is a better strategy. And that strategy is called employer branding. Employer branding is about understanding, distilling and communicating what your company is all about in order to attract all the talent you need. That will differentiate your company as a place where people will want to work, rather than a place they land because they didn't know better. If you've heard about employer branding in business magazines, it might seem like something only "big companies" can do. Something that requires a dedicated team, expensive platforms, or a bunch of consultants. That isn't true. If you understand where your brand comes from, and how to apply it, any company (especially yours) can hire better with it. And this book will teach you how to do all of that, and then some. In this book, you'll learn what employer branding really is, how to make a compelling argument internally to leadership that creates commitment, how to work with other teams and be creative in finding solutions. As a special bonus, we are including a handbook on how to work with recruiting teams. This hands-on workbook is chock full of examples, checklists, step-by-step instructions and even emails you can copy and paste to make things happen immediately.

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 Join Us at Josseybass.com Register at www.josseybass.com/email for more information on our publications, authors, and to receive special offers.

HR and Marketing have transformed themselves into disciplines with a strategic voice. Now it's time they team up for even greater business performance. HR and Marketing: Power Partners will energize a new relationship based on a shared interest in loyalty and engagement. Power Partners is the brainchild of real-life collaborators Patricia Nazemetz, former CHRO, Xerox Corporation and Will Ruch, CEO of Versant, a full-service branding and marketing firm. Nazemetz and Ruch joined forces on internal branding that inspired employee loyalty, commitment and 110% effort. Through in-depth interviews with the nation's top executives, Nazemetz and Ruch share the secrets to HR-Marketing collaboration and the business value it can bring to every organization. & ;& ;Social media has moved branding into the hands of individuals, leaving corporations to participate in, rather than control, their own reputation. How do organizations respond in this changing environment to ensure that customer loyalty and employee commitment will continue? & ;HR and Marketing: Power Partners shines light on the power HR and Marketing have to achieve these business goals by driving their corporate brand together. For HR professionals, Power Partners is a valuable resource on ways to re-invent the employee value proposition to reach today's talent pool. It's also a must-read for marketing executives and corporate leaders who recognize that talent is what ultimately fuels business success.& ;& ;For HR executives and frontline leaders& ;- Power up your talent acquisition and retention& ;- Inspire loyalty, commitment and 110% effort& ;- Drive talent strategy that adds direct business value& ;& ;For Marketing professionals& ;- Make your brand a talent magnet& ;- Engage employees that can reflect the brand& ;- Build customer loyalty& ;& ;For Corporate leaders& ;- Attract the talent that fuels business strategy& ;- Align employees with business goals& ;- Create your competitive advantage

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