



Employer Brand Management: Practical Lessons from the World's Leading Employers

Richard Mosley

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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

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