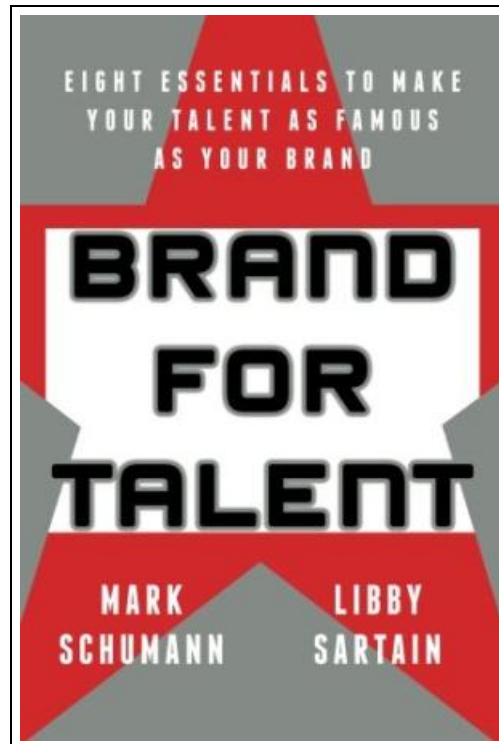


Brand for Talent: Eight Essentials to Make Your Talent as Famous as Your Brand (Paperback)



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Reviews

The book is not difficult to read through better to recognize. It really is written in straightforward terms instead of confusing. I am happy to inform you that this is actually the finest publication I actually have read in my individual daily life and may be the best book for possibly.
(Valerie Heaney)

BRAND FOR TALENT: EIGHT ESSENTIALS TO MAKE YOUR TALENT AS FAMOUS AS YOUR BRAND (PAPERBACK)



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John Wiley Sons Inc, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book. 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 Register at for more information on our publications, authors, and to...



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