



## Employer Branding. Marketing the company as an attractive employer

By Arend Grünewälder

GRIN Verlag Aug 2008, 2008. Taschenbuch. Book Condition: Neu. 214x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2007 in the subject Business economics - Personnel and Organisation, grade: 1,7, University of applied sciences, Neuss, course: Marketing, 14 entries in the bibliography, language: English, abstract: Employee attraction and retention will continue to play an important role for companies. Vacancies needs to be filled with qualified and flexible talents which are limited available on the HR market. Thus companies have to create effective instruments for fighting for talents. Before compiling a strategy for initiating an Employer Branding development, this working paper analyzes the needs for Employer Branding as well as the elements influencing the attractiveness of an Employer. According to surveys mentioned in the following chapters, it is proven that a strong Employer Brand has a significant influence in the employees performance and that a strong product brand can essentially support the development of the employment brand. The attributes playing highest role in Employer Branding importance are reputation of products and services, corporate culture and work environment. The practical roadmap for initiating an Employer Branding strategy consist of a four step...



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