



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

Richard Mosley

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### DESCRIPTION

#### **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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## ABOUT THE AUTHOR

**Richard Mosley** is Executive Vice President of Brand Strategy at TMP Worldwide (New York) and Global Head of the employer brand consultancy, People in Business (London). After 15 years in customer and corporate brand marketing, he recognized both the opportunity and adventure of bringing marketing and HR closer together through the newly emerging discipline of employer brand management, and has been a passionate advocate ever since.

Since co-authoring the first book published on the subject, *The Employer Brand* (Wiley) in 2005, Richard has led over 50 employer brand development projects around the world. This has included work with Bacardi, BP, Coca-Cola, Ferrero, HSBC, JTI, Lafarge, L'Oreal, Met Life, PepsiCo, P&G, Santander, Unilever, Verizon and many other leading global employers.

Richard regularly chairs HR, Talent and Employer Brand conferences in Europe and Asia, and has conducted employer brand masterclasses in over 20 countries.

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