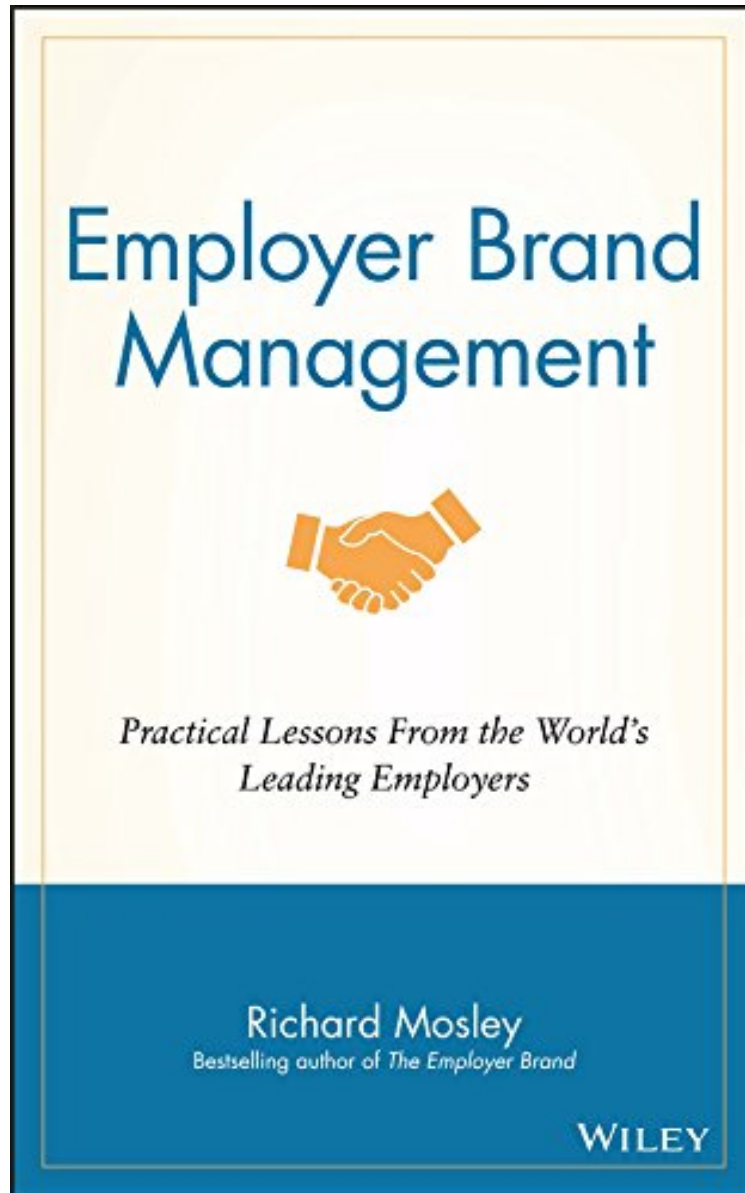


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# Employer Brand Management: Practical Lessons from the World's Leading Employers

Richard Mosley

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**Richard Mosley : Employer Brand Management: Practical Lessons from the World's Leading Employers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Employer Brand Management: Practical Lessons from the World's Leading Employers:

0 of 0 people found the following review helpful. Must read for anyone involved with employer branding. By

DavidALee This is an important book for business leaders to read and understand the principles for employer brand management. It is a great follow up to the book Richard and Simon published in 2005. The book addresses the key elements needed to build and lead an employer brand program. It starts with building the business case for the program and addresses the key points you need to develop, manage and measure your brand. It's a must read for anyone involved with a company's employer brand. Disclaimer: I was interviewed for the book and asked to review several chapters. Richard provided me a hardback version once published. I gave away the hardback copy to someone at work and then purchased a Kindle version. 0 of 0 people found the following review helpful. A must read for anyone in the people business!

By Marie-Claire Mclachlan This is such a useful and insightful book for anyone working on employee value propositions and employer branding. One of my favourite chapters is Chapter 10: Employer Brand Positioning and Differentiation. It made me smile and highlighted for me the key challenge in working with clients looking to strategically define, develop, position, implement and manage their employee value propositions and employer brands. There is so much "same-ness" out there and yet, each organisation truly is a culture on its own. How to capture this essence without being limited by the common language and visuals of the time and yet convey what it truly means to work in the organisation every day, in a way that is authentic and credible yet creative and unique? There is unfortunately no magic bullet but Richard Mosley's book goes a long way in providing a thought-provoking and practical road map for tackling this challenge. 0 of 0 people found the following review helpful. All EB implementers' Reference book

By Akhilesh Mandal An absolute must for all EB practitioners and all HR leads who aspire to be truly transformational

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