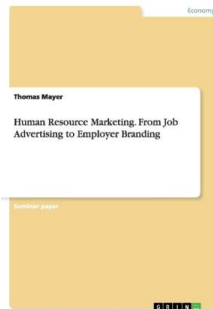


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## HUMAN RESOURCE MARKETING. FROM JOB ADVERTISING TO EMPLOYER BRANDING



GRIN Publishing Sep 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, University of applied sciences, Munich, language: English, abstract: This paper describes the change in Human Resource Marketing from classical, established Job Advertisement to a relatively novel complementary approach, called Employer Branding. The work will discuss common vehicles of Job Advertisement utilized in the past and today and then advance to...

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