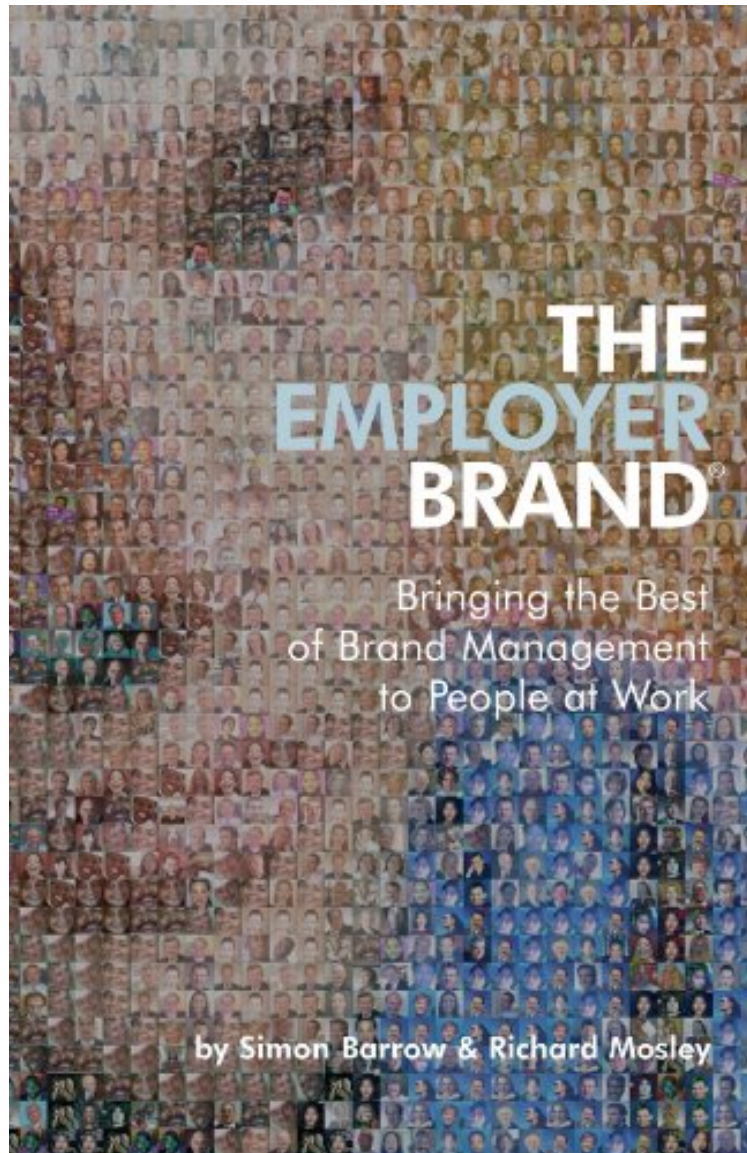


[Free and download] The Employer Brand: Bringing the Best of Brand Management to People at Work

# The Employer Brand: Bringing the Best of Brand Management to People at Work

*Simon Barrow, Richard Mosley*

*\*Download PDF | ePub | DOC | audiobook | ebooks*



[Download](#)

[Read Online](#)

#1348692 in eBooks 2011-05-12 2011-05-12 File Name: B0051H66FK | File size: 25.Mb

**Simon Barrow, Richard Mosley : The Employer Brand: Bringing the Best of Brand Management to People at Work** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Employer Brand: Bringing the Best of Brand Management to People at Work:

1 of 1 people found the following review helpful. The definitive text on employer branding By Ellis H. Pines Long before "employer brand" became a buzz word, often relegated to simplistic design taglines, and Simon Barrow defined

the term as a management tool, integrally related to other business processes. The years have proven him out. Regardless of the economies of the career and job marketplace, the psychological attributes associated with the employer marketplace have significance to current as well as prospective staff. Barrow's point: Be careful of the message you're sending to job candidates and those influencers in them. Careers are decisions different in texture and weight from typical consumer and even most B2B purchases. You can't sell commitment without an in-depth understanding of your own vision, your workforce and the needs of the job market.<sup>5</sup> of 5 people found the following review helpful. Employer Brand hits the mark  
By Pam Moore  
The Employer Brand succeeds in bringing together People and Brand in one seamless framework. The idea that the customer brand is built from the inside out has gained currency but very few authors have been able to provide a satisfactory methodology to achieve this. It probably helps that the authors of this book have experience in both marketing and HR so they understand how to apply the marketing tools to the Employer Brand. I found this book extraordinarily useful and readable although a bit muddled and repetitive in places. Still I have used it in my work and would not hesitate to recommend it.<sup>0</sup> of 0 people found the following review helpful. Five Stars  
By H. P. Chiosso  
It was an autographed copy, so it added an extra value for me.

Levels of 'employer brand awareness' are rising fast across Europe, North America and Asia-Pacific, as leading companies realise that skilled, motivated employees are as vital to their commercial success as profitable customers and apply the principles of branding to their own organization. Starting with a review of the pressures which have generated current interest in employer branding, this definitive book goes on to look at the historical roots of brand management and the practical steps necessary to achieve employer brand management success - including the business case, research, positioning, implementation, management and measurement. Case studies of big-name employer brand stories include Tesco, Wal-Mart, British Airways and Precirc;t a Manger.

"...This is not just an eloquent brand management and marketing text but one of the wisest management books in the past five years." (Independent on Sunday, 20th November 2005)"...the authors offer an intellectual framework, a fresh focus and a stimulating guide...this book is an impressive wake-up call..." (People Management, 10th November 2005)"...packed with insight and alarming statistics, it will also prove a great tool for any HR professional..." (Strategic HR , 1st November 2005)"...useful for HR professionals, managers interested in bringing the concept of 'living the brand' to the company, and graduates seeking guidance on the kind of company to work for." (The Marketer (CIM), Jan 06)"...provides inspirational insights into the rationale for employer brand management." (Personnel Today, 17th Jan 06)"...easy to read and very useful as it contains great case studies and useful tips on how to build coherent brand framework from the start." (Personnel Today, April 2006)"...interesting insights..." (Chartered Institute of Personnel and Development, June 2006)  
From the Inside Flap  
This book explains why employer branding has become such a hot topic over recent years, and provides the first comprehensive guide to developing and managing this critical business asset.  
From the Back Cover  
Your most important brand relationship is unlikely to be your choice of breakfast cereal, car or even football team, but the brand you work for: your employer brand. How people feel about their employer brand is increasingly critical to business success or failure. Leading companies realise its importance in attracting and engaging the people they need to succeed. They also recognise that creating a positive brand experience for employees requires the same degree of focus, care and coherence that has long characterised effective management of the customer brand experience. Written by the creator of the Employer Brand concept and one of its most experienced practitioners, this book provides an inspirational and practical guide to the subject. Whether you are in senior line management, HR, marketing or internal communications, you will discover how managing your employer brand more effectively can improve your performance.