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## HR MARKETING FROM JOB ADVERTISING TO EMPLOYER BRANDING



GRIN Verlag. Paperback. Condition: New. 56 pages. Dimensions: 8.1in. x 5.8in. x 0.3in.Scholarly Research Paper from the year 2009 in the subject Business economics - Personnel and Organisation, grade: 1. 0, Munich University of Applied Sciences, course: Human Resource Management, language: English, abstract: The most popular measures in the field of HR Marketing like Job and Image Advertising, HR Consultants, Corporate Culture, Applicant Relationship Management and Employer Branding in particular are evaluated with the four criteria costs, company size, target...

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