

Employer Branding Im Mittelstand - Jana Kluess

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Diese Hausarbeit beschäftigt sich mit der Schaffung einer attraktiven Arbeitgebermarke für mittelständische Unternehmen. Dabei soll insbesondere die Frage diskutiert werden, ob Employer Branding aufgrund des hohen Aufwandes und der hohen Kosten nur etwas für Großkonzerne ist. Author: Kluess, Jana Publisher: GRIN Verlag Illustration: N Language: GER Title: Employer Branding im Mittelstand Pages: 00025 (Encrypted PDF) On Sale: 2011-01-01 SKU-13/ISBN: 9783640823925 Category: Business & Economics : General

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