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STRATEGIC BRAND ENGAGEMENT: USING HR AND MARKETING TO CONNECT YOUR BRAND CUSTOMERS, CHANNEL PARTNERS AND EMPLOYEES



Kogan Page Ltd, United Kingdom, 2014. Paperback. Book Condition: New. 232 x 156 mm. Language: English . Brand New Book. The consumer brand of any organization is crucial to its long term business success. Just as important is the employer brand of the organization, vital to attracting talent and retaining an engaged workforce. Despite the critical connection between internal and external brand engagement, these areas remain firmly entrenched in the traditional silos of HR, internal communication and marketing, wasting resources...

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