

<<内在的品牌>>

图书基本信息

书名：<<内在的品牌>>

13位ISBN编号：9780787981891

10位ISBN编号：0787981893

出版时间：2006-12

出版时间：John Wiley & Sons Inc

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页数：262

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### 内容概要

In *Brand from the Inside*, Libby Sartain and Mark Schumann, branding experts who helped to build employer brands at Southwest Airlines and Yahoo!, describe this secret weapon for a business. The book gives leaders across an organization step-by-step instruction on how to motivate employees to consistently deliver the experience the customer brand promises. By building the employer brand from inside the business—ensuring consistent authenticity, substance, and voice throughout the business—any organization can unleash a powerful tool to emotionally engage employees and recruit and retain the best people.

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