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"A practical guide to the key global trends and practices that are transforming HR, talent acquisition and management. Building on the success of The Employer Brand, a conceptual introduction to what has now become a well-established concept; this is a practical guide to implementation, drawing on a much wider range of cases and examples.

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Employer brand management is a niche in both the brand and employment worlds. It's about how to recruit and retain the employees that fit correctly with your brand, rather than merely fill the positions which are empty on your organisational chart.

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Employer Brand Management gives readers a personal grasp of a new approach to people management. It draws on significant advances in practices among leading companies to provide a handbook for employer brand development and implementation.

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An employer brand approach involves research with employees to understand their attitudes and behaviour, for example, through a staff attitude survey. This employee insight data can inform metrics on 'people performance' in the organisation, providing an opportunity to demonstrate links to organisation performance.

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Employer brand management expands the scope of this brand intervention beyond communication to incorporate every aspect of the employment experience, and the people management processes and practices (often referred to as "touch-points") that shape the perceptions of existing and prospective employees.

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