



Employer Branding (German Edition)

Mario Grbavac

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Der Versuch vieler Großunternehmen, Menschen mit der gewünschten Qualifikation und emotionalen Intelligenz zu gewinnen und an sich zu binden, richtet sich derzeit auf die Bildung und Verbreitung eines kreativen Images. Der Fokus liegt dabei auf der Entwicklung einer geeigneten und anziehenden Arbeitgebermarke. Ansprechen soll diese Marke eben jene Absolventen und alle anderen potenziellen Mitarbeiter sowie bereits im Unternehmen beschäftigte Menschen. Darüber hinaus soll das neu entwickelte Image positiv und effektiv die nationale und internationale Öffentlichkeit erreichen. Der gesellschaftliche Status einer Organisation ist entscheidend für die nachhaltige Wirkung einer solchen Markenbildung. Derzeit werden seitens der Managementlehre neue Methoden und Strategien entwickelt, um eben dies zu erreichen. Mario Grbavac stellt die gegenwärtige psychosoziale Dynamik auf dem Arbeitsmarkt und insbesondere auf dem Bewerbermarkt in ihren wesentlichen Zügen vor und betrachtet beide Seiten, die der Organisationen als Arbeitgeber sowie die der Arbeitnehmer als Individuen in eben diesen Organisationen.

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