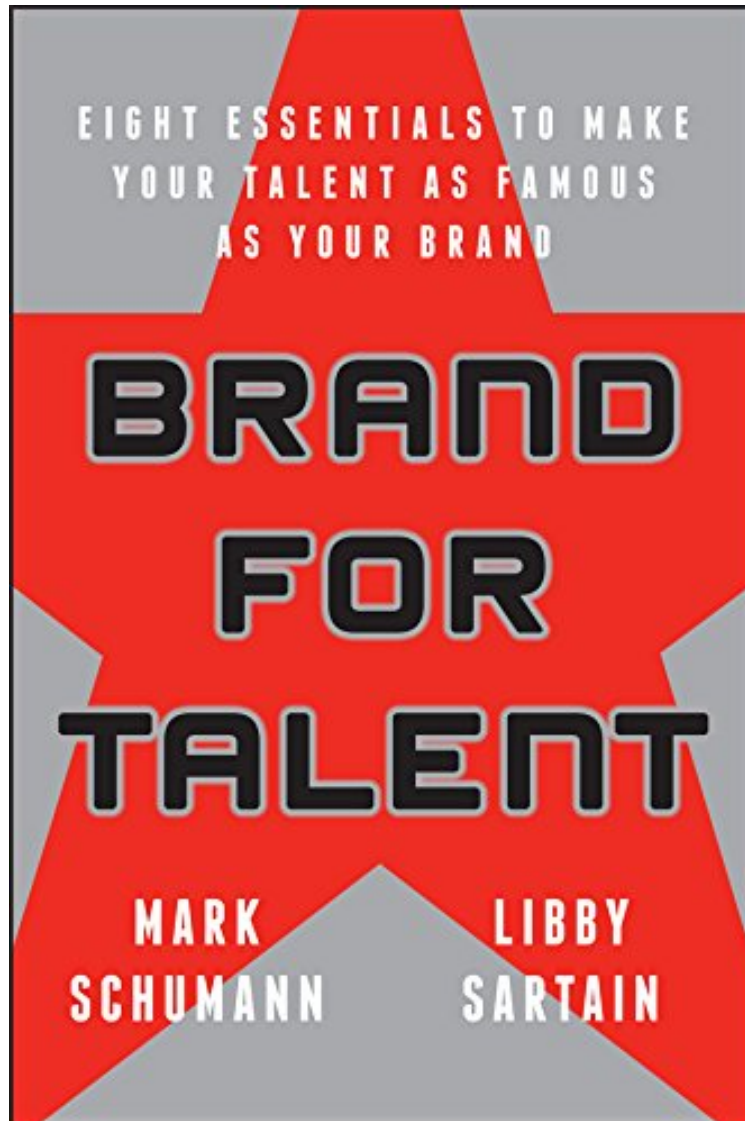


Brand for Talent: Eight Essentials to Make Your Talent as Famous as Your Brand

Mark Schumann, Libby Sartain
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Mark Schumann, Libby Sartain : Brand for Talent: Eight Essentials to Make Your Talent as Famous as Your Brand before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand for Talent: Eight Essentials to Make Your Talent as Famous as Your Brand:

0 of 1 people found the following review helpful. Purchase! Must have. Must use. By summer tinsley Best book ever. Highly recommended. 2 of 3 people found the following review helpful. Employer Brand matters in a demanding global marketplace. By Melinda G. "Brand for Talent" depicts a new employer reality where employees are now "consumers of

work" whether Gen Y-ers or Boomers. Where social networks have become "global water coolers" and companies must balance global and local employee needs and engagement. This is "The World is Flat" for workforce management in a wired, transparent global marketplace. Speaking in Dallas on Why Employer Brand Matters Now (Because employer brand IS the company) Mark Schumann told a sold-out audience of professional communicators: "Never waste a good crisis." Companies become "employers of choice" by creating and managing their talent brands as rigorously as they do their product brands, no matter the economic climate. In a recovered economy, those companies will attract, hire and retain the top talent in their industries. 4 of 4 people found the following review helpful. A Must Read for Internal Brand Pros By Rex Whisman Just like they did with Brand From the Inside, Schumann and Sartain capture the keys to recruiting and retaining internal brand champions. Because internal branding is still an emerging concept for most organizations, Brand For Talent is a must read, especially for marketing and human relations professionals.

Praise for Brand for Talent "As a marketer, nothing is more important than building a strong, relevant brand. As a leader, nothing is more important than creating an energized, talented group of employees. Brand for Talent provides a compelling framework and great practical tips. It will change the way you think about your people strategy."
Cammie Dunaway, Nintendo of America "Brand for Talent is your wake up call to the realities of today's hiring marketplace. Branding baristas Mark Schumann and Libby Sartain welcome you with a steaming mug of half philosophy and half pragmatism topped with real-world examples. Get Brand for Talent, get amped and get going!"
—Brad Whitworth, ABC, Cisco, IABC Fellow, IABC Past Chairman "In this compelling and incisive book, Mark Schumann and Libby Sartain bring branding into the realm of human resource management."
—Hayagreeva Rao, Graduate School of Business, Stanford University "This is a fascinating book. Using the power of a consumer brand as a lever to retain talent is a given. What hasn't been done until this book is to put the brand to work in order to attract the best. Who would have thought that social networking would become the new battleground in the hunt? This is one human resources book I actually enjoyed reading."
—Lou Williams, ABC, APR, L.C. Williams Associates, IABC Fellow, IABC Past Chairman, Institute for Public Relations Fellow "Mark Schumann and Libby Sartain bring unique experiences and examples that show how to go beyond simple recruiting to create a sustainable talent system for good times and tough times."
—Dr. John Boudreau, Marshall School of Business, University of Southern California Join Us at JosseyBass.com Register at www.josseybass.com/email for more information on our publications, authors, and to receive special offers.

From the Inside Flap The marketplace for talent becomes more intense with each year, no matter how turbulent the economy may be. Using every social media tool available at their fingertips, workers bring high expectations—and well-honed skills as retail consumers—to search for work experiences that offer connection and fulfillment beyond traditional definitions of task, opportunity, and security. This change makes a brand an essential part of any business strategy to secure talent. But a traditional employer brand is no longer enough. In this book, brand experts Mark Schumann and Libby Sartain introduce a new business marketing tool—the talent brand—with examples from a number of the world's leading brands. While the employer brand must resonate with people on the inside of a business, the talent brand must attract segments of workers to join, stay, and engage. Brand for Talent shows how creating a talent brand can help any business thrive in the new talent marketplace—and with the new consumer of work—to get the right people in the right work at the right time. About the Author For the past 20 years, Mark Schumann and Libby Sartain have collaborated at such legendary organizations as Southwest Airlines and Yahoo! to create a definitive point of view on the value an employer brand can bring to any business. Their best-selling book, Brand from the Inside, offered the step-by-step secrets to brand development; in Brand for Talent they share their insight into how to market an employer brand to various talent segments in today's social media world. Mark Schumann, ABC, is the former global communication practice leader for Towers Perrin. For more than 30 years he has counseled business leaders, Human Resources, and Corporate Communications on how to recruit, retain, and engage employees. His creative work has been honored with 15 Gold Quill Awards from the International Association of Business Communicators. Libby Sartain is an active business advisor and Corporate Board Member, following a distinguished 30-year career in Human Resources including CHRO roles at Southwest and Yahoo!, both of which were listed on the Fortune 100 Best Companies To Work For in America during her tenure. Today, Libby helps organizations develop employer brand strategies to create magnetic reputations as places to work.