



## The Employer Brand

*Helen Rosethorn, Members of Bernard Hodes Group and Contributors*

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The culture an organisation cultivates as an employer is just as important to its success as the brand image of its products or services. A culture that is at odds with the organization's commercial activities, is a very powerful signal to customers, employees and other stakeholders; it is a signal that will impact on the employers' sales, market reputation, share value and their ability to attract and retain the kind of employees that they need. In fact, employer branding is a complex process that involves internal and external customers, marketing and human resource professionals. Helen Rosethorn's book puts the whole topic into context, it explores some of the shortcomings of employer branding initiatives to date and provides a practical guide to the kind of strategy and techniques organisations need to embrace in order to make the most of their employer brand. At the heart of the book is the concept of the strategic employee lifecycle and ways in which an organisation should engage with potential, current and past employees. "The Employer Brand" focuses on the experiences and perspectives of organizations that have applied employer brand practices. It is a book about marketing - and the relationship of customers and employees; about culture - and the need for fundamental change in the role of the human resources function; about psychology - and the changing aspirations of the next generation of employees; and, about hard-nosed business - and the tangible and intangible benefits of a successful employer branding strategy and how to realize them.

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