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Most prospective hires come well prepared for the formulaic interview questions we have all come to expect. And not surprisingly their answers do not often distinguish them from any other applicant. So the employer is left with no choice but to take a hunch. But with High-Impact Interview Questions by your side, you will no longer have to do your best guess work on what answers are genuine, which are rehearsed, and which will end up not reflecting the employee in the least. This invaluable resource shows you how to dig deeper using competency-based behavioral interviewing methods to uncover truly relevant and useful information. When the candidate is asked to describe specific, job-related situations, the interviewer will gain a clearer picture of past behaviors—and more accurately predict future performance. Complete with advice on evaluating answers and assessing cultural fit, the second edition of this user-friendly guide features dozens of all-new questions designed to gauge accountability, assertiveness, attention to detail, judgment, follow-through, risk-taking, social media usage, and more. By interviews's end, the real person behind the résumé will be revealed and you will be able to make an offer based on accurate findings, not hopeful hunches.

Comprehensive and up-to-date, this valuable resource offers tested trade secrets for finding talented workers online. Covering all the latest trends, tools, tips, and tricks, focus is placed on practical applications that improve the acquisition, onboarding, and management of employees—sourcing them better, smarter, faster, and cheaper than the competition. From outreach through social media to specialized Google commands, this authoritative handbook is a dynamic weapon for recruiters, professionals, and sourcing specialists wishing to compete in the global marketplace. Social media is a powerful, mandatory tool for the job world. Illustrating its fullest potential

Ninety percent of business problems are actually recruiting problems in disguise. If you're filling your company's vacant positions with B-Players, you're playing with fire. Instead, hire Rockstars to build an organization with limitless potential. *Recruit Rockstars* shows you how to find, hire, and keep the best of the best. Top-tier executive recruiter Jeff Hyman has hired more than three thousand people over the course of his career. Now, he reveals his bulletproof 10-step method for landing the very best talent, based on data instead of gut feel. From sourcing and interviewing to closing and onboarding, you'll learn how to attract winners like a magnet and avoid the mistakes that result in bad hires. Assembling a team of driven and innovative Rockstars is the most powerful competitive advantage you can have in today's ever-changing business world. *Recruit Rockstars* will help you nail your numbers, impress your investors, and crush your competitors.

As the landscape of recruiting changes, different methods are needed to reach talent, and social media is a key channel. However, many HR and recruiting professionals are not equipped with the expertise to create a social media recruiting strategy. In a series of easy to follow chapters and manageable steps, *Social Media Recruitment* covers the essentials from the beginning to the end of the process, including: how to implement a social media strategy; the crossover between HR, recruiting and marketing; measuring ROI; HR policies and procedures needed; big data and HR; using technology in recruiting, such as video interviewing; social media as an internal collaboration and communication tool across companies; how social media will impact recruiting and HR in the future.

For more than three decades, rational-choice theory has reigned as the dominant approach both for interpreting crime and as underpinning crime-control programs. Although it has been applied to an array of street crimes, white-collar crime and those who commit it have thus far received less attention. *Choosing White-Collar Crime* is a systematic application of rational-choice theory to problems of explaining and controlling white-collar crime. It distinguishes ordinary and upperworld white-collar crime and presents reasons theoretically for believing that both have increased substantially in recent decades. Reasons for the increase include the growing supply of white-collar lure and non-credible oversight. *Choosing White-Collar Crime* also examines criminal decision making by white-collar criminals and their criminal careers. The book concludes with reasons for believing that problems of white-collar crime will continue unchecked in the increasingly global economy and calls for strengthened citizen movements to rein in the increases.

Tactics to Find Unfindable Talent

GREG SAVAGE knows about leadership. Greg is a founder of four highly successful businesses in the recruitment. He has led start-ups to IPO, navigated businesses through a recession, the boom-times and the global financial crisis. He has been headhunted to

lead in global recruitment businesses. Most of all Greg is a communicator. He is probably the

Recruiting in healthcare is both a science and an art. Are you a manager frustrated by staffing? Are you an experienced recruiter who wants an edge in the market? Are you a new recruiter who wants success? Are you a member of the management team? This book covers recruiting in healthcare. We specialize in techniques for nursing and therapists but the same processes can relate to many healthcare professionals. Recruiting can be a science and when successful it also has a little magic. As a group, recruiters are reluctant to share the secrets of their success. This book will unlock many of the secrets of recruiting and enhance the techniques. I cover a multitude of topics that reveal the science, skill, and even some of the magic in healthcare recruiting. Topics include contrasting different methods, marketing to different generations, using and designing direct mail, cold calling methods, conducting the interview, and creating a recruiting plan... that works. The author is a successful entrepreneur and manager; as well as being a Physical Therapist. Dr. Steve Passmore has been involved in recruiting and sales for many years. He now shares that expertise in this book and in an in-service course available to professional meetings. If you are new to recruiting, an experienced recruiter, or a member of the team, you will benefit from understanding a disciplined approach to recruiting.

Executive education is a billion dollar industry that has the potential to transform individual and organizational performance, but in too many cases the decision whether or not to lavish it upon any given manager comes down to whether the fear that they will leave if you don't spend money on them is greater than the fear that they will leave if you do. Given that the future of your business, or your career, depends on developing your managerial talent to its fullest potential isn't it time we took a serious look at how do you design and deliver an executive education program that is fit for purpose? Santiago Iñiguez is Dean of the prestigious IE Business School in Madrid - one of the world's leading providers of executive education. From the impact of MOOCs to the evolution of new multi-dimensional strategic alliances between companies and a diverse range of international education suppliers, institutions, and consultancies, Iñiguez looks at how the future of executive education is changing to meet the needs and wants of top managerial talent. Part of the solution, Iñiguez argues, is to balance the technical, analysis-based "engineering" training that forms the basis of many senior managers' initial study, with a more rounded, integrated approach that includes learning derived from the humanities, such as art and history. Illustrated with fascinating examples drawn from interviews with some of the most influential figures in business education and corporate training around the World, Iñiguez's book delivers a unique perspective and valuable insights on what it takes to deliver world-class corporate training.

In order to attract the right people into your organization despite a global shortfall of talented candidates, new methods are now needed to reach future talent. Social media needs to become a vital part of any recruitment strategy. *Social Media Recruitment* combines practical guidance with case studies and insights from industry thought leaders to provide a full understanding of what social media means for HR and recruitment and how to successfully integrate and use it. It covers the essentials from the beginning to the end of the process, including employer branding, interviewing and onboarding, and how to assess the ROI of the social media recruitment strategy. Ideal for all HR and recruitment professionals, and anyone responsible for talent strategy, this practical guide focuses on devising and implementing a social media recruitment strategy that works for your organization and is aligned with your recruitment objectives.

FINALIST: Business Book Awards 2020 - HR & Management Category In a world of work where recruiters are constantly hearing that their role is at risk from AI, robotics and chatbots, it has never been more important to effectively attract and recruit the right people. Leveraging the power of social media and digital sourcing strategies is only part of the solution, and simply posting a job or sending a LinkedIn InMail is no longer enough. *The Robot-Proof Recruiter* shows you how to use the tools that reveal information that can be used to grab a potential candidate's attention among the overwhelming volume of material online. Full of expert guidance and practical tips, this book explains what works, what doesn't, and how you can stand out and recruit effectively in a world of technology overload. *The Robot-Proof Recruiter* will enable you to become the recruiter that candidates trust and the one they want to talk to. It contains essential guidance on overcoming obstacles - including how to recruit without an existing online presence, how to work effectively with hiring managers to im-

prove the candidate experience, and how to use technology to support the candidate's journey from initial outreach, to application, to employee, and through to alumnus. This is an indispensable book for all recruitment professionals and HR practitioners who want to recruit the right people for their organization.

Are you ready to learn everything you need to know about sourcing and recruitment? Then you've found the right book! Whether you are already working in recruitment, new to the industry, or just hoping to begin your career as a recruiter, there are essential strategies used by successful recruiters that will help you accelerate your career. Of course, no one is born knowing these things; they come from years of experience in the field. That's exactly what this book is: years of practical, real-world experience distilled into one comprehensive guide to succeeding in your recruiting career in the digital era. This book is designed to help recruiters gain a broad understanding of the industry while expanding and deepening the knowledge of more senior professionals. Whether you belong in the first category or the second, this book will help you take your career to the next level. This comprehensive recruitment and sourcing guide is divided into two parts. The first part focuses entirely on sourcing strategies. You'll learn new and creative ways to source and find great candidates, as well as how to uncover their contact details and approach them in a respectful and effective manner. And much more! The second part deals with recruitment. You'll learn how to excel in recruitment marketing, candidate engagement, recruitment analytics, candidate engagement, cold-calling, and efficiently manage many other essential aspects of your role. Both sections work together to create a comprehensive guide to excelling in every aspect of your recruitment career! The author, Jan Tegze, is an experienced recruiter with extensive talent acquisition expertise and demonstrated success in start-ups and fast-growth environments. In this book, he shares the most successful methods, tips, and strategies that he has learned, tested and implemented throughout his career, with the hope of providing the inspiration and guidance you need to develop into a top-performing recruiter and sourcer. Do you want to learn more about sourcing and recruiting? Do you want to gain a greater understanding of the recruitment business? Do you want to expand your knowledge and become a top-performing recruiter? Do you want to launch a career in the recruitment industry? Do you want to learn the strategies used by the most successful recruiters in the business? If you have answered "YES" to these questions, start reading this book NOW!

Win the war for talent by building an army of ready-to-deploy candidates An employee leaves and you post the open position. Resumes trickle in. You interview a few candidates. No one fits the bill. The next thing you know, three months have passed and that desk is still empty . . . Nothing drives business success like a staff of talented, productive employees. So why accept a hiring process that fails you time and time again? Well, there's one person who doesn't: Scott Wintrip. And in *High-Velocity Hiring*, he provides the tools and systems for creating a hiring process designed for today's fast-paced, talent-deficient landscape. Using the proven methods Wintrip has applied at some of today's more forward-thinking companies, you'll hire top employees faster—and smarter. *High-Velocity Hiring* replaces the old, worn-out way of hiring with the simple but revolutionary approach of actively cultivating top talent before positions open. The old way is slow and inefficient. Wintrip's way is dynamic and proven-effective. You'll enrich and maintain a flow of high-quality candidates, harness this flow by identifying the most talented people, and channel it into a pool of ready-to-hire prospective employees. More than ever, hiring the best people requires foresight, planning, alertness, and decisive action. With *High-Velocity Hiring*, you have everything you need to seize the high-ground in the war for talent and maintain it for long-term growth and profitability.

Although white-collar crime has caused a substantial amount of damage on both the individual and societal levels, it often ranks below street crime as a matter of public concern. Thus, white-collar crime remains an ambiguous and even controversial topic among academics, with a relative dearth of scholarly focus on the issue. *The Oxford Handbook of White-Collar Crime* offers a comprehensive treatment of the most up-to-date theories and research regarding white-collar crime. Contributors tackle a vast range of topics, including the impact of white-collar crime, the contexts in which white-collar crime occurs, current crime policies and debates, and examinations of the criminals themselves. The volume concludes with a set of essays that discuss potential responses for controlling white-collar crime, as well as promising new avenues for future research. Uniting conceptual theories, empirical research, and ethnographic data, the Handbook provides the first unified analytic framework on white-collar crime. Given

the astronomical aggregate losses to victims, building a more nuanced understanding of the dynamics of white-collar crime is a topic of immediate social concern. The definitive resource on white-collar crime, this Handbook will be a valuable resource for developing both intellectual and policy-related solutions.

Bachelor Thesis from the year 2015 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 2:1, London Metropolitan University, course: BA Hons Business Management, language: English, abstract: Social media, in addition to allowing people to be able to connect and communicate socially with each other, has allowed employees and employers to connect for business purposes. The following research presents an analysis on the use of social media with recruitment and selection from two different perspectives. One through a sample of 40 participants, which are either current employees or current candidates looking for work, by filling out a 10 item questionnaire. Another was through semi-structured interviews that were used to get insight from interviewing two employers from within the Human Resources and Marketing department of different organisations. Results revealed that the questionnaire participants felt that even though that certain social media networks can be beneficial, it can have its considerable disadvantages. Meanwhile, the interviewees felt that social media is a valuable supplement, while online recruiting is basically the nature of modern recruiting, even when it might not be used for all types of jobs and may not always make candidates seem as they are on their online persona.

Wall Street Journal Bestseller *Managers accept the world as it is; movement starters push the boundaries to make it more just, compassionate, and even joyful. We all need to decide: Are we managers or movement starters?* Jennifer Dulski, the head of Groups at Facebook, and former president of Change.org, explains how you can turn your mission into a movement that creates change--whether you're at a startup or a political campaign, at a Fortune 500 company or a local community group, or an intern or a CEO. Anyone can spark change if they believe in the power of taking action, no matter where, or how small, they start. Dulski explains how to create a clear vision, inspire supporters, persuade decision makers, navigate criticism, and more. She pairs her own experience as a startup founder, tech executive, and social change leader with powerful stories of movement leaders from both business and activism. Our world needs movement starters more than ever. Packed with practical advice and the inspiring true stories of movement starters from all walks of life, *Purposeful* will empower you to start your own movement and make your mark on the world.

Are you new to the world of talent sourcing? Maybe you've heard about recruiting tools that can help find candidates online? Maybe you have trouble finding a candidate's email or cell number in order to reach out? This book was created as a guide for Recruiters and Talent Sourcers who want to learn more about the market's latest recruitment tools, as well as those who want to take their recruitment game to the next level. This book covers both free and licensed products. It does a good job of highlighting important areas of recruiting from finding leads, finding contact info, to automating the outreach, tracking leads, and creating a personal ATS database or talent pipeline.

"Originally published in hardcover in slightly different form in the United States by Crown Archetype, an imprint of Random House, a division of Penguin Random House LLC, New York, in 2018"--Title page verso.

Overall WINNER - CMI Management Book of the Year 2014 WINNER - Innovation & Entrepreneurship Category at the CMI Awards 2014 Create a great customer experience whoever you are. Customers are powerful. They have a loud voice, a wealth of choice and their expectations are higher than ever. This book covers ten principles you can use to make real world improvements to your customers' experiences, whatever your business does and whoever you are. For managers, leaders and those starting a new business, the book shows that making improvements customers will appreciate doesn't need to be complicated or cost a fortune.

"Exploring the six factors that will help you break through the overwhelming wall of information density to win at marketing now ... beyond content, beyond social media, beyond web traffic and Search Engine Optimization. The Content Code starts where your current marketing plan ends, and provides the launch code for next-level success. The book dives deeply into the true value of social media marketing and the steps companies need to enable to achieve measurable results. A pioneering book that explores the psychology of sharing, it is also highly practical, offering hundreds of ideas that can be used by organizations of any size and any budget. Book highlights include in-depth explorations on the connection between brand and content transmission, a focus on audiences that will move content, practical steps to build shareability into all your content, and the new role of promotion, distribution and SEO in a very competitive, digital world"--Publisher's description.

What Does Top Talent Really Want? More than vision, strategy, creativity, marketing, finance, or even technology, it is ultimately people that determine organizational success. That's why virtually every organization wants more top talent. But do you know what

they're looking for? It might not be what you think! Talent Magnet will show you how to attract and keep great people.

Hire with Your Head Updated with new case studies and more coverage of the impact and importance of the Internet in the hiring process, this indispensable guide has shown tens of thousands of managers and human resources professionals how to find the perfect candidate for any position. Lou Adler's Performance-based Hiring is more powerful than ever! "We have chosen Performance-based Hiring because it's a comprehensive process, it's behaviorally grounded, managers and recruiters find it easy to use, and it works." -Marshall Utterson, Director Staffing, AIG Enterprise Services, LLC "Everyone's looking for the perfect means to make effective hiring decisions. A trained interviewer armed with the right tools is the best solution. Performance-based Hiring is a proven methodology to get these results." -John Ganley, Vice President and Chief Talent Officer, Quest Software "Any staffing director that doesn't send all of their people through Performance-based Hiring training is missing out on top talent, plain and simple. This should be the standard throughout the industry." -Dan Hilbert, Recruiting Manager, Valero Energy Corporation "Performance-based Hiring has been the most successful recruitment tool that we have added to our organization over the past few years. In fact, these tools have not only produced amazing outcomes in terms of selecting the best fit in an extremely tight labor market-but with a level of success among our operations customers that I have rarely seen with other HR products." -Trudy Knoepke-Campbell, Director, Workforce Planning, HealthEast(r) Care System

Attracting, hiring, developing and retaining the right people is crucial to an organization's success. The stakes have never been higher: a 2015 study by CAP suggests that the average cost of employee attrition is 20% of a mid-level employee's annual salary and up to 213% of a high-level executive's salary. In a business environment changing so rapidly that jobs which will be essential in 2020 don't even exist yet, *Exceptional Talent* examines how changes in technology, communication, and employee preferences are impacting the talent journey. It gives practical advice for how to build an effective recruitment and talent management strategy to meet the needs of the business today and prepare for the challenges of the future. *Exceptional Talent* covers how to build an authentic employer brand, explores new ways of sourcing candidates and explains how to use print, digital, social and mobile platforms to target the right people in the right way. Highlighting the impact of networks, relationships and referrals on talent acquisition, it also provides tools and techniques to create an efficient recruitment process, strategies for effective onboarding of new employees as well as practical advice and best practice case studies for retaining and engaging employees.

Discover the secrets of one of the world's leading talent acquisition experts In the newly revised Fourth Edition of *Hire With Your Head: Using Performance-Based Hiring to Build Great Teams*, influential recruiting and hiring expert Lou Adler delivers a practical guide to consistently identifying and hiring the best people and scaling that process throughout your company. This book will help you address your hiring and recruitment issues, not just by making you more efficient, but also by reforming your entire process to align with how top talent actually look for new jobs, compare offers, and select opportunities. You'll discover: Discover what it takes to ensure more Win-Win Hiring outcomes by hiring for the anniversary date rather than the start date How to use a "High Tech, High Touch" approach to raise the talent bar Expand the talent pool to include more outstanding, high potential and diverse talent by defining work as a series of key performance objectives Perfect for hiring managers, recruiters, and HR and business leaders, *Hire with Your Head* is a must-read resource for anyone seeking to improve their ability to find, attract, and retain the top talent the world has to offer.

Career development is a responsibility that managers know they should do and frequently even want to do. Despite that, it's always getting back-burnered. There are lots of reasons. But the #1 reason managers give is that they don't have time. Don't have time for the meetings. The forms. The moving people around like chess pieces. But news flash: employees will leave if they aren't developed. In this book Beverly Kaye and Julie Guilioni invite managers to re-frame career development in such a way that responsibility rests squarely with the employee and their role is more about prompting, guiding, reflecting, exploring ideas, activating enthusiasm, and driving action rather than actually doing all the work. This happens through the simple act of conversation. And career development conversations can be easily integrated into the normal course of business, not separated out as a special task. Kaye and Guilioni identify three types of career development conversations and provide questions, templates, tips and tactics for having them. Managers can stop worrying, avoiding, delaying or taking on too much responsibility for their employees' career... and just start talking.

Dark Motives and Darker Alliances Citizens of Zobeck are going missing. Catacombs beneath the urban abodes may have answers, but what lurks in them may not enjoy company... Rumors swirl of an unholy marriage between blood thirsty factions. As haunting dreams and prophetic utterances swell, the danger becomes clear. Such a union would be catastrophic... Who will uncov-

er and stop these foul and ghoulish workings? Will your adventurers have the fortitude and ambition--or the greed and cunning--it takes to put a stop to them? *Empire of the Ghouls* is a complete adventure for characters level 1-13 for the 5th edition of the world's first RPG. You'll also find a gazetteer detailing the Ghoul Imperium in the depths of the Underworld--complete with map! -- and appendices filled with new cults, creatures, magic items, and NPCs. Sharpen your blade and conjure magical light, and root out the foulness below the earth!

This book was written to help turn the generalist recruiter into a Technical Recruiter. The Information Technology field can be intimidating for Recruiters. This book helps to clearly define the top Tech Jobs within the industry. You will understand each skill requirement in every area within a role, understand additional search terms, improve your job description, and gain confidence when you assessing a candidates skills over a technical phone screen call.

Analyzes the effectiveness of the earned income tax credit in the United States and offers suggestions for how it can be improved.

A manager's guide to hiring the right employees introduces the practical and effective A Method for Hiring, which draws on the expertise of hundreds of high-level executives to present a simple, easy-to-follow program to guarantee hiring success. 50,000 first printing.

"Society for Ecological Restoration"--Cover.

As recruitment becomes ever more important to a business achieving its corporate objectives, recruiters must raise their game, delivering new and innovative solutions while also doing their job well and achieving the results needed for their clients and candidates. The *Professional Recruiter's Handbook*, second edition, is a complete guide to achieving success in recruitment. The authors explore the techniques used by the most successful recruiters, both agency and client-side, to understand what creates excellence in recruitment. Containing up-to-date practical advice on attracting the right candidates and finding and retaining new clients, it explains how to develop a recruitment strategy to ensure the recruitment professional can successfully fulfil the roles taken on. The book is supported by numerous case studies and interviews with recruitment professionals.

Build a high-performance workforce by abandoning skills-based hiring practices and focusing on employee attitude *Hiring for Attitude* offers a groundbreaking approach to recruiting, assessing, and selecting people with both tremendous skills but, more importantly, an attitude that aligns with the organization's culture. Murphy cites his own company's research and examines recent scientific studies about the practical effects a person's attitude has on the outcome of his or her job performance. Clear and practical lessons are illuminated by numerous case studies of organizations like Microchip, Southwest Airlines, and The Ritz-Carlton.

Why are so many people unhappy on-the-job? . As many as 7 out of 10 Americans are currently dissatisfied with their careers. . Expensive college degrees are seen by our society as a requirement to enter the American workforce. Yet, many students fail to graduate with the skills and knowledge necessary to embark on a satisfying career path. The result is an unprepared individual, saddled with debt, and frustrated with a system that has left them hanging with respect to making good career decisions. . The concept of work-life balance continues to elude our society as thousands of workers complain of 'living to work' instead of 'working to live.' It's no secret that career satisfaction eludes much of the American working population, but what's worse is the lack of resources and coaching to help today's employee find the career satisfaction they seek. In this innovative, step-by-step guide, workplace expert, professional development specialist, and nationally syndicated career advice columnist, J.T. O'Donnell (www.jtodonnell.com) unlocks the secrets to working smarter when it comes to creating a career you can get excited about. With more than 15 years experience, having coached thousands of individuals, O'Donnell will show you how to develop an authentic definition of professional success that will get you results. Here's what readers have to say: Her strategic approach really helped me flesh out what traits and experience I brought to the table for a potential employer in a different field. Her methods, encouragement and continued support have led me to find the right career path.- Helen D. I hated my job, wanted out, and didn't know where to begin. I had a decision to make: I could continue on the track to working my 9-5 job in front of a desk and let it define me and make me miserable, or look for something different. J.T. showed me that it's not your job that defines you at all; it's you who defines your job. She worked with me to figure out my strengths and work on my weaknesses. J.T. helped me learn that who I am is far more than the paycheck I bring in. Through that exploration of my own real desires, J.T. helped me to realize that I needed a far more creative outlet to be successful in. I can truly say that without J.T.'s help, I certainly would not be where I am today. I'm more aware of my life and the people in it...I absolutely love my job and really feel successful. I owe an immense amount of gratitude to J.T. for getting me to this place in my life. - Danielle H. The information in this book is so on target, I wish I'd found it earlier in my career. I can't begin to express what it is like to have finally found not just the reasons, but the solutions, to my past career disappointments.- John T.

Why are some recruiters successful while so many others fail and leave the industry? Why do other recruiters spend their whole careers bouncing around from company to company with little or no success? The answer: they never learned fundamental recruiting skills. Recruiting 101 explains how to develop 15 fundamental recruiting skills. Learn how to excel in sourcing, social media, recruitment marketing, candidate engagement, cold calling, interviewing and selection, and more. In addition, step-by-step instruction is included on how to become efficient in using these major recruitment tools: LinkedIn, Indeed, Facebook, Monster, and CareerBuilder. From the junior recruiter just starting out to the senior recruiter looking to improve, Recruiting 101 is for all professionals who aim to take their career to the next level.

If you want your business to grow, you need to be able to rely on your ability to hire talent reliably and consistently. No talent pipeline? No growth, and no business. But your recruiting team is drowning (I asked them). They need help. Now, if you ask recruiters, they will ask for headcount. Or more technology. But

more bodies and more tools won't solve the issue (though it will eat up your budget). What you need is a better strategy. And that strategy is called employer branding. Employer branding is about understanding, distilling and communicating what your company is all about in order to attract all the talent you need. That will differentiate your company as a place where people will want to work, rather than a place they land because they didn't know better. If you've heard about employer branding in business magazines, it might seem like something only "big companies" can do. Something that requires a dedicated team, expensive platforms, or a bunch of consultants. That isn't true. If you understand where your brand comes from, and how to apply it, any company (especially yours) can hire better with it. And this book will teach you how to do all of that, and then some. In this book, you'll learn what employer branding really is, how to make a compelling argument internally to leadership that creates commitment, how to work with other teams and be creative in finding solutions. As a special bonus, we are including a handbook on how to work with recruit-

ing teams. This hands-on workbook is chock full of examples, checklists, step-by-step instructions and even emails you can copy and paste to make things happen immediately.

Networking is the way for finding new work. And this is done more and more online. LinkedIn has become an enormously popular network for maintaining business contacts, making it the perfect tool if you want to be found. How does LinkedIn work exactly? How can you use your online network to find a new job and new assignments? How do recruiters work and how can you use that knowledge to your advantage? All these questions are answered in this book. But it also offers a practical step-by-step approach for using LinkedIn in a professional way. Read this book and get immediate benefits from the wealth of knowledge inside! Aaltje Vincent is an experienced career professional and an authoritative expert in job marketing. Jacco Valkenburg is an experienced recruitment expert and a pioneer in recruiting staff via LinkedIn. He has written Recruitment via LinkedIn.