

Alexander Rühl

Talent Management and HR Marketing. From Job Advertising to Employer Branding

**Research Paper
(undergraduate)**

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Bibliographic information published by the German National Library:

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

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Imprint:

Copyright © 2016 GRIN Verlag
ISBN: 9783668404724

This book at GRIN:

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