

Talent Relationship Management: Personalgewinnung in Zeiten des Fachkräftemangels (German Edition)

Armin Trost



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Angesichts des dramatisch zunehmenden Fachkräftemangels wird es für Unternehmen in Zukunft noch schwieriger sein, Schlüsselfunktionen zu besetzen. Neue, aktive und teils aggressive Methoden werden gebraucht, um die wenigen talentierten Kandidaten zu finden und an das Unternehmen zu binden. Der Autor – Berater und Professor an einer innovativen Business-School – stellt das Konzept Talent Relationship Management (TRM) anhand von Fallbeispielen vor und gibt Tipps, wie TRM in Unternehmen (auch in kleinen und mittelständischen) umgesetzt werden kann.

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