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Personalmarketing im Wandel: Einsatzmöglichkeiten im Web 2.0 (German Edition)

Franziska Schmalz

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Personalmarketing im Wandel: Einsatzmöglichkeiten im Web 2.0 (German Edition) Franziska Schmalz Die Nutzung des Internets ist in heutigen Unternehmen nicht mehr wegzudenken. Der Begriff Web 2.0 spiegelt in der global vernetzten Welt die Interaktionsmöglichkeiten des Internets wieder. Während es in einigen Unternehmensbereichen bereits vollumfänglich eingesetzt wird, gibt es andere Bereiche, die einen Aufholbedarf haben. Gerade im Personalmanagement wird nicht die gesamte Bandbreite genutzt. Dieses Buch zeigt die ersten gesammelten Erfahrungen der Unternehmen mit dem Einsatz von Web 2.0-Instrumenten zur Mitarbeitergewinnung und -bindung. Anhand der aufgezeigten Umsetzungen werden neue Ideen der Web 2.0-Tools aufgezeigt, die einerseits die Kombination mit bisher genutzten Online-Instrumenten beinhaltet und andererseits Denkanstöße für innovative Einsatzmöglichkeiten liefert.

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