



Steigerung der Mitarbeiterzufriedenheit durch internes Employer Branding (German Edition)

Markus Gorecki

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Studienarbeit aus dem Jahr 2011 im Fachbereich BWL - Personal und Organisation, , Sprache: Deutsch, Abstract: Diese Facharbeit zeigt Möglichkeiten die Mitarbeiterzufriedenheit mit Hilfe von Employer Branding zu stärken und langfristig zu festigen. Das Unternehmen bekommt Anregungen sich glaubhaft und überzeugend am Arbeitsmarkt zu präsentieren. Im zweiten Kapitel wird die Mitarbeiterzufriedenheit definiert und erläutert. Nach diesen Grundlagen, wird im dritten Kapitel der Begriff internes Employer Branding definiert und der Nutzen dargestellt. Das vierte Kapitel beschäftigt sich mit dem Kostenfaktor von Employer Branding und anschließend erfolgt eine Schlussbetrachtung.

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