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Mathias Hirsch

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Studienarbeit aus dem Jahr 2013 im Fachbereich BWL - Personal und Organisation, Note: 1,3, Universität Kassel, Sprache: Deutsch, Abstract: Ziel der Arbeit ist es, das Employer Branding im öffentlichen Dienst unter Bezugnahme auf den eigenen Arbeitgeber zu beleuchten und etwaige Möglichkeiten darzulegen, wie man die Arbeitgebermarkenbildung optimal gestalten und die Bundeswehr als attraktiver Arbeitgeber in Konkurrenz zu anderen Verwaltungen oder der freien Wirtschaft positionieren kann.

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