



Brand and Talent

By Kevin Keohane

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Brand and Talent By Kevin Keohane

Few business strategy books talk about brand management and talent management under the same cover. *Brand and Talent* shows how high performance organizations are using this philosophy to drive clarity and growth as they bring their purpose, ambition, strategy and proposition to life from the inside out.

In a world replete with experts in branding and brand management, mirrored by experts in talent attraction, engagement and development, there is a clear need for far greater alignment of these two overlapping disciplines. This means more than paying lip service to recruitment media campaigns masquerading as so-called "employer brands", which can often cause damage to or dilute an organization's reputation as an enterprise is dependent upon your reputation as an employer - and vice versa.

In *Brand and Talent*, author Kevin Keohane looks at how organizations can better communicate with people before, during and after their association with the enterprise. He presents a "joined up" approach that encompasses the needs of brand, marketing, human resources, corporate communications, internal communications and IT. He integrates academic and commercial evidence, as well as practical advice and includes case studies and interviews.

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Brand and Talent By Kevin Keohane Bibliography

- Sales Rank: #2442451 in Books
- Published on: 2014-02-03
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x .55" w x 6.14" l, .60 pounds
- Binding: Paperback
- 240 pages

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Editorial Review

Review

"The book is a useful addition to the branding discipline....[readers will] find a feast of goodies to stimulate strategic discussions" (*John Fanning, marketing.ie*)

About the Author

Kevin Keohane is currently partner at BrandPie, a strategic brand consultancy.

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