

# The Cultural Fit Factor: Creating an Employment Brand That Attracts, Retains, and Repels the Right Employees

by Lizz Pellet

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Look at an employment brand in the context of culture • Define cultural "fit" to identify . a cultural perspective, you can create a strong employment brand message that will attract and retain the right employees and repel candidates that won t fit. Lizz is the author of "The Cultural Fit Factor" and "Getting Your Shift Together". Green Job Interview Webinar - HRmarketer.com The Cultural Fit Factor : Creating an Employment Brand That Attracts,. . of branding magnetically suspending talent management between attract and repel. our culture is built on attracting and retaining employees whose personal values This is the ultimate guide to finding the right fit for any professional experience! The Cultural Fit Factor Creating An Employment Brand That Attracts . Buy The Cultural Fit Factor : Creating an Employment Brand That Attracts, Retains, and Repels the Right Employees at Walmart.com. The Cultural Fit Factor: Creating an Employment Brand That Attracts . 8 Jul 2014 . For the past 15

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