

# 《内在的品牌：使雇员心系业务的八项要素 Brand From the Inside:》

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## 编辑推荐

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## 内容简介

In *Brand from the Inside*, Libby Sartain and Mark Schumann, branding experts who helped to build employer brands at Southwest Airlines and Yahoo!, describe this secret weapon for a business. The book gives leaders across an organization step-by-step instruction on how to motivate employees to consistently deliver the experience the customer brand promises. By building the employer brand from inside the business—ensuring consistent authenticity, substance, and voice throughout the business—any organization can unleash a powerful tool to emotionally engage employees and recruit and retain the best people.

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