

# CONTENTS

---

Preface by Simon Barrow	ix
1 Introduction	1
2 Business Case	11
3 Brand Ideology	23
4 Brand Hierarchy and Adaptation	37
5 Strategy and Capability	47
6 The Perfect Employee	63
7 Diversity and Segmentation	73
8 Reputation and Attraction	81
9 Engagement and Retention	97
10 Employer Brand Positioning and Differentiation	109
11 EVP Development	123
12 Creative Development	143
13 Translation, Validation and Adaptation	157
14 Media Channels and Behaviours	167
15 Content Marketing	187

16	Communication and Content Planning	201
17	Internal Marketing and Engagement	213
18	Managing the Brand Experience	229
19	Candidate Management and On-boarding	243
20	Employer Brand Metrics	251
21	The Next 10 Years	271
	Appendix	273
	References	281
	Acknowledgements	293
	About the Author	297
	Index	299