

## Shaping Efficient Employer Branding Strategies to Target Generation Y: A Cross-National Perspective on Recruitment Marketing



### Book Review

This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

**(Ally Reichel)**

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