



18 años de "Employer Branding": hacia una definición más precisa [

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text (article)

Analítica

This article presents a bibliographic review of the latest extension to the branding phenomenon: 'employer branding', which consists in the use of brands in the work environment and their application in talent management in companies. Employer branding goes beyond conventional internal communication since it proposes brand management as a strategic value for the organization of the talent market, with implications at both internal and external level. For this research over sixty articles have been examined. The articles have been published from the nineties to the present date in the main international marketing, branding and management journals, mainly from Europe or America. Even though at a smaller scale, conference papers, doctoral theses and books have also been studied. After introducing the subject of study in the first part, a second part presents a detailed revision of the two perspectives found in the literature on this phenomenon (internal branding vs employer branding), including their definitions together with a compilation of the most relevant studies. The main conceptualizations of the term and the models already published by various European and American authors are then analysed. A fourth section describes the implications that the implementation of this type of branding strategies involve for organizations. To conclude, the authors present the conclusions drawn from the research work carried out and their own conceptualization of 'employer branding', main recommendations and future lines of action

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