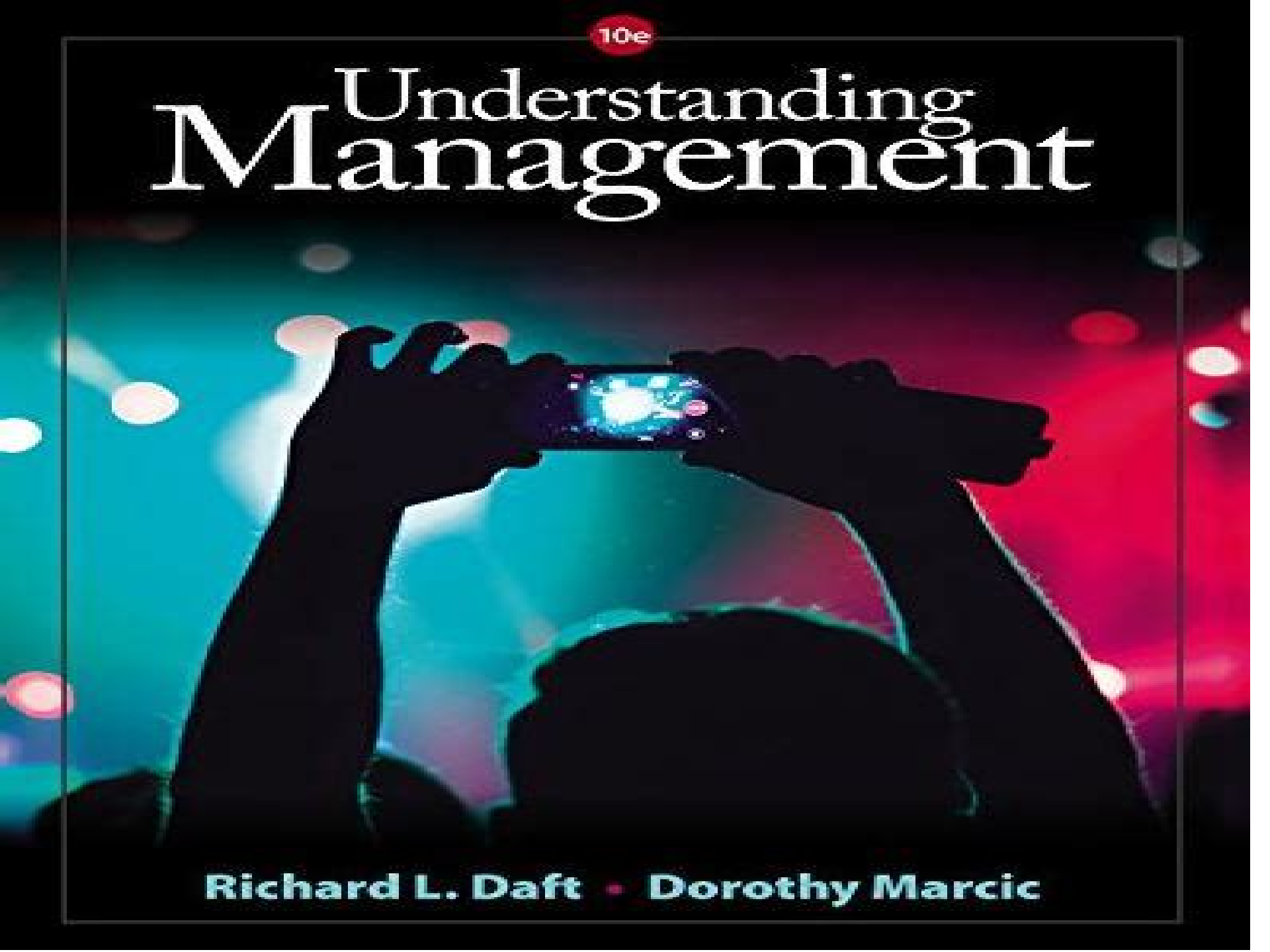


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The background of the cover features a silhouette of a person's head and shoulders, holding a smartphone horizontally. The phone's screen is illuminated, showing a bright, colorful bokeh pattern. The background itself is a dark, out-of-focus scene with numerous circular light spots in shades of teal, blue, and red, creating a bokeh effect. The overall mood is modern and technological.

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Management Richard Daft 10th Edition Online

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Recruitment Advertising as an Instrument of Employer Branding Jolanta Łacka-Badura, 2015-10-05 The book offers a linguistic analysis of job advertising as an instrument of employer branding investigating how the creation of the employer brand and the projection of employee value proposition are realised linguistically in a corpus of online job advertisements. The study is methodologically grounded in the current approaches to discourse analysis and business organisational communication as it is broadly understood with particular emphasis on genre and register analysis the language of persuasion and evaluation as well as the language of organisational values. The analysis conducted in the book demonstrates that job advertisements constitute a distinct promotional business genre a member of the system of genres applied in the job search context increasingly resembling multi modal marketing type ads. The rhetorical structure of online recruitment advertisements confirms the initial hypothesis that job ads contribute to the projection and reinforcement of employer brands. The register of recruitment ads clearly harmonises with the employer branding function of the genre extremely positive encompassing a wide range of persuasive strategies as well as lexico grammatical choices contributing to the creation of employer brands. Job advertising may justifiably be classified as a paradigm case of persuasion. With employer branding being deeply rooted in the values emanating from an organisation the use of linguistic structures communicating or implying the system of attributes and values declared by the employing organisations is a powerful employer branding strategy widely reflected in the corpus. Taking into account the interdisciplinary character of the analysis the book will be of interest not only to linguists and business communication scholars but also to human resource management and public relations researchers and practitioners. *The Standard Periodical Directory*, 1993 *Understanding Management + The Elements of Reasoning + Understanding Management MindTap Management Access Code*, 2018 **Management (10th edition)**. Richard L. Daft, 2012 *Daft's Management* Richard L. Daft, 2009-03 Find the significant support you need to learn key management concepts and effectively prepare for tests as you become a better future manager. Review is simple allowing you to maximize your study time with a variety of exercises and opportunities to test your understanding before actual course exams.

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