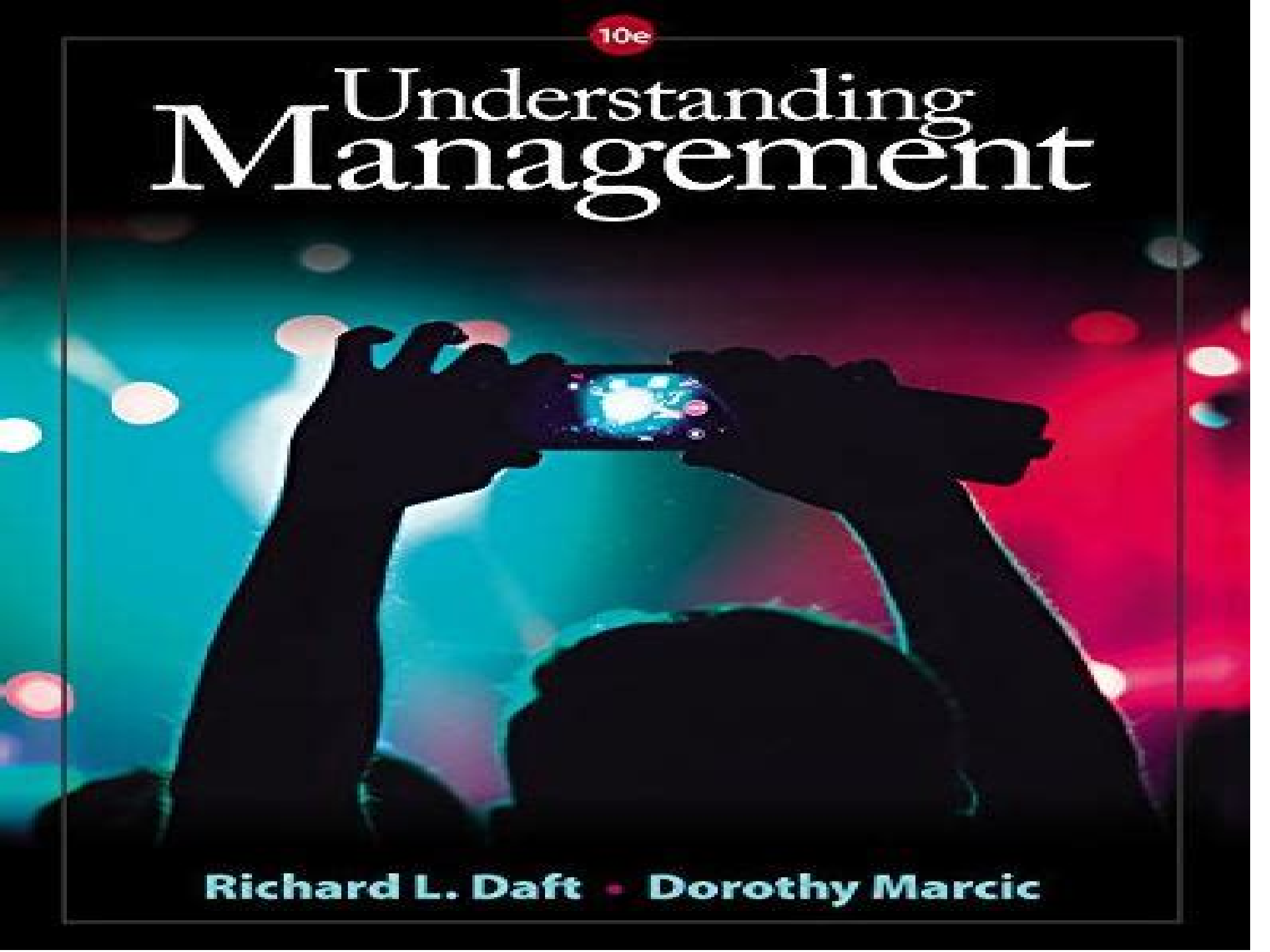


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Richard L. Daft • Dorothy Marcic

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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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Table of Contents Management Richard Daft 10th Edition Online

1. Understanding the eBook Management Richard Daft 10th Edition Online
 - The Rise of Digital Reading Management Richard Daft 10th Edition Online
 - Advantages of eBooks Over Traditional Books
2. Identifying Management Richard Daft 10th Edition Online
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Management Richard Daft 10th Edition Online
 - User-Friendly Interface
4. Exploring eBook Recommendations from Management Richard Daft 10th Edition Online
 - Personalized Recommendations
 - Management Richard Daft 10th Edition Online User Reviews and Ratings
 - Management Richard Daft 10th Edition Online and Bestseller Lists
5. Accessing Management Richard Daft 10th Edition Online Free and Paid eBooks

- Management Richard Daft 10th Edition Online Public Domain eBooks
 - Management Richard Daft 10th Edition Online eBook Subscription Services
 - Management Richard Daft 10th Edition Online Budget-Friendly Options
6. Navigating Management Richard Daft 10th Edition Online eBook Formats
- ePub, PDF, MOBI, and More
 - Management Richard Daft 10th Edition Online Compatibility with Devices
 - Management Richard Daft 10th Edition Online Enhanced eBook Features
7. Enhancing Your Reading Experience
- Adjustable Fonts and Text Sizes of Management Richard Daft 10th Edition Online
 - Highlighting and Note-Taking Management Richard Daft 10th Edition Online
 - Interactive Elements Management Richard Daft 10th Edition Online
8. Staying Engaged with Management Richard Daft 10th Edition Online
- Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Management Richard Daft 10th Edition Online
9. Balancing eBooks and Physical Books Management Richard Daft 10th Edition Online
- Benefits of a Digital Library
 - Creating a Diverse Reading Collection Management Richard Daft 10th Edition Online
10. Overcoming Reading Challenges
- Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Management Richard Daft 10th Edition Online
- Setting Reading Goals Management Richard Daft 10th Edition Online
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Management Richard Daft 10th Edition Online
- Fact-Checking eBook Content of Management Richard Daft 10th Edition Online
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development

- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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