

Presentation

[Business, Management](#)



Employer Branding Versus Job Branding Describe how to source the best candi to employ in your first growing firm ofchoice

Selection of the best candidates to employ in a firm can be very easy if the company makes its name a top brand in the corporate world. However, the selection can turn to be a deeply upsetting venture if a company is a kind that never future among the very top performing industries. Researches on attracting top talents for a company show that fast growing companies in good economic moments are attractive to the top talents. Such top companies must be able to show solidarity, stability and highly secured future during slower economic times to enjoy securing the top competitive candidates.

Two categories of workers, that is, those who are highly talented and those considered less competitive have found themselves benefiting either way. In slower economic times, the less active and semi passive takes up the opportunities left as the top talented pool moves to more secure top jobs. The process creates a counter balancing effect in the employment industry. Both the semi-active and the less half-passive candidates find themselves well occupied in the job market.

Many companies have become very aggressive regardless of the economic cycle to enable them secure a large share of top talented candidates into their firms. The leading company that has complied with effort to become an employer of choice is the Google, a place that initially belonged to the Microsoft. McKinsey is holding the top spot as a consulting firm of choice. If you aspire to be a CPA, then Dolomite, PricewaterhouseCoopers, KPMG, and Ernst & Young are still the top four to join. The positions W. L. Gore,

Legman's and Genentech hold in the Fortune Magazine " Best 100 Places to Work" give them the advantage of attraction over other companies.

It is acceptable that a company that has strategies to expand must have a perfect brand name.