

Praxishandbuch Recruiting Grundlagenwissen Prozes

Slices of Life Michael Witt.2001-06-11

Neupositionierung der mittelständischen Personalpolitik in Zeiten des Wandels Jessica Veith.2017-01-20 Die Arbeitswelt befindet sich in einer Ära sektoraler, als auch struktureller Umbrüche. Veränderungen der Arbeitswelt haben auch zwangsläufig Auswirkungen auf die betriebliche Personalarbeit. Denn die treibenden Kräfte der Markt-, Technologie-, Organisations- und Wertedynamik wirken gemeinsam mit der Globalisierung und Ökologie nicht nur auf die Ausgestaltung der Personalpolitik ein, sondern beeinflusst diese auch. Die dadurch entstehenden dynamischen Spannungsfelder, stellt Unternehmen vor große Herausforderungen. Durch die Globalisierung wird sich der internationale Wettbewerb um Fachkräfte zunehmend zuspitzen. Der zügig voranschreitende technologische Wandel bewirkt mitunter sektorale und berufliche Strukturveränderungen. Der Wandel zur wissens- und informationsbasierten Wirtschaft hat wiederum Auswirkungen auf die verstärkte Nachfrage an qualifizierten und gut ausgebildeten Fachkräften. Die Zielsetzung der vorliegenden Arbeit ist, zunächst die Stärken und Schwächen mittelständischer Personalpolitik zu identifizieren und Herausforderungen der externen Unternehmensumwelt zu analysieren. Damit sollen fundierte Handlungsfelder mit dem Fokus auf die Rekrutierung von Auszubildenden für die Umsetzung in mittelständischen Unternehmen identifiziert werden.

Erfolgsfaktor Sourcing Robindro Ullah,Michael Witt,Tobias Ortner,Jan Hawliczek.2017-05-10 Sourcing ist die Suche nach interessanten Kandidaten über die sozialen Plattformen. Moderne Personaler sind daher nicht nur Profis für Talentmanagement, sondern auch für Internetnutzung. Das Buch greift diesen Kulturwandel in der HR-Szene auf: Welche Persönlichkeiten braucht das Recruiting künftig? Wie müssen Prozesse aussehen, um sie gewinnbringend zu integrieren? Anhand von Praxisbeispielen zeigen die Autoren, wie die Suchstrategien hinter den Softwarediensten der Job-Plattformen zu durchdringen sind. Und worauf es bei der gezielten Kandidatenansprache ankommt. Mit einem Ausblick auf das Recruiting von morgen im Zeichen von Virtual Reality und Big Data.

European Company Law Andrea Vicari.2021-03-08 The book provides students of European company law courses, scholars and practitioners with an overview. Although company law remains mainly regulated at the level of national laws, it has become important to obtain a systematic view of the main directives in the field of company law, the EU Court of Justice's jurisprudence, the European Model Company Act and the state of implementation of these directives in the member states of the Union. The book therefore contains, in addition to the illustration of the law laid down by EU legislative bodies and the related soft laws, detailed references to the most important domestic legislations and case laws, in order to make them known and usable as much as possible. Moreover, the book allows identifying the most relevant current legislative trends and the main historical reasons for divergences.

Business Model Management Bernd W. Wirtz.2021-10-02 "How are business models purposeful designed and structured? How can the models be implemented professionally and managed successfully and sustainably? In what ways can existing business models be adapted to the constantly changing conditions? In this clearly structured reference work, Bernd W. Wirtz gives an answer to all these issues and provides the reader with helpful guidance. Although, 'Business Model Management' is first and foremost a scientific reference book, which comprehensively addresses the theory of business models, with his book Bernd W. Wirtz also turns to practitioners. Not least, the many clearly analyzed case studies of companies in different industries contribute to this practical relevance. My conclusion: 'Business Model Management' is an informative and worthwhile read, both for students of business administration as a textbook as well as for experienced strategists and decision makers in the company as a fact-rich, practical compendium." Matthias Müller, Chief Executive Officer Porsche AG (2010-2015), Chief Executive Officer (2015-2018) Volkswagen AG "In dynamic and complex markets a well thought out business model can be a critical factor for the success of a company. Bernd Wirtz vividly conveys how business models can be employed for strategic competition and success analysis. He structures and explains the major theoretical approaches in the literature and practical solutions in an easy and understandable way. Numerous examples from business practice highlight the importance of business models in the context of strategic management. The book has the potential to become a benchmark on the topic business models in the German-speaking world." Hermann-Josef Lamberti, Member of the Board Deutsche Bank AG 1999-2012/ Member of the Board of Directors, Airbus Group "The business environment has become increasingly complex. Due to changing conditions, the executive board of a company is confronted with growing challenges and increasing uncertainty. Thus, a holistic understanding of the corporate production and performance systems is becoming more and more important. At this point, Bernd W. Wirtz introduces and presents the concept of the structured discussion of the own business model. Business models present operational service processes in aggregated form. This holistic approach channels the attention of management, supports a sound understanding of relationships and facilitates the adaption of the business to changing conditions. The management of business models is thus an integrated management concept. Through the conceptual presentation of complex issues the author makes a valuable contribution to the current literature. In particular, the referenced case studies from various industries make the book clear and very applicable to practice." Dr. Lothar Steinebach, Member of the Board, Henkel AG 2007-2012/ Supervisory Board, ThyssenKrupp AG

Fundamentals of Investment Appraisal Martina Röhrich.2014-09-09 How to make sound investment decisions: Fundamentals of Investment Appraisal, 2nd edition, is based on long-term experience with students and is written in an easily understood style. A case study has been constructed to illustrate all methods discussed. The goal of the book is to pace a sure way through the variety of methods in investment appraisal. Mathematical basics are specifically explained in detail. The book shows clearly why there are different methods in investment appraisal and on where to focus in a given situation. As all methods are introduced by the same case study, it is easy to compare and evaluate the results. The statements in the text are further consolidated by abstracts and evaluations of each of the methods. Exercises with extensive solutions will lead to the confidence which is necessary for an ease of handling the investment appraisal techniques and for a good preparation for students' exams. German and international students at universities and other institutions of higher education will find this book an excellent systematic preparation for their exams.

Digital Advertising Shelly Rodgers,Esther Thorson.2017-02-17 Digital Advertising offers a detailed and current overview of the field that draws on current research and practice by introducing key concepts, models, theories, evaluation practices, conflicts, and issues. With a balance of theory and practice, this book helps provide the tools to evaluate and understand the effects of digital advertising and promotions campaigns. New to this edition is discussion of big data analysis, privacy issues, and social media, as well as thought pieces by leading industry practitioners. This book is ideal for graduate and upper-level undergraduate students, as well as academics and practitioners.

Introduction to a True History of Cinema and Television Jean-Luc Godard.2022-07-05 In 1978, just before his return to the international stage, the world's most renowned art-film director Jean-Luc Godard improvised a series of fourteen one-hour talks at Concordia University in Montreal. These talks, part of a projected video history of cinema, were published in French in 1980. In this definitive English-language volume, translator Timothy Barnard has worked from the original footage to carefully revise and correct the faulty French transcription. The result is the most extensive and revealing account of Godard's own work, his methods, and his critical opinions. Never has Godard been as loquacious, lucid, and disarmingly frank as he is here. This volume, by the wittiest and most idiosyncratic genius cinema has known and available for the first time in English, is certain to become one of the great classics of film literature. Published by caboose books, Montreal. Distributed worldwide, excluding Canada, by Rutgers University Press.

Jean-Luc Godard, Cinema Historian Michael Witt.2013-11-07 Originally released as a videographic experiment in film history, Jean-Luc Godard's Histoire(s) du cinéma has pioneered how we think about and narrate cinema history, and in how history is taught through cinema. In this stunningly illustrated volume, Michael Witt explores Godard's landmark work as both a specimen of an artist's vision and a philosophical statement on the history of film. Witt contextualizes Godard's theories and approaches to historiography and provides a guide to the wide-ranging cinematic, aesthetic, and cultural forces that shaped Godard's groundbreaking ideas on the history of cinema.

Azubi-Recruiting im „War for Talents“. Herausforderungen und Lösungsansätze für mittelständische Unternehmen Jessica

Veith.2017-03-01 Obwohl der Mittelstand insgesamt mit 83 Prozent den größten Anteil an Ausbildungsplätzen zur Verfügung stellt, haben mittelständische Unternehmen die größten Stellenbesetzungsprobleme. Dies stellt sie vor die Herausforderung, ihre Personalpolitik, insbesondere in Hinblick auf die Nachwuchssicherung von Fachkräften im „War for Talents“, zu überdenken. Die vorliegende Studie setzt hier an und stellt ein Werkzeug zur Verfügung, anhand dessen sich Unternehmensentscheider einen Überblick über aktuelle Trends der betrieblichen Personalarbeit, insbesondere mit Blick auf die Rekrutierung von Auszubildenden, verschaffen können. Die Trendanalyse zeigt nicht nur, wodurch der Rekrutierungsprozess in mittelständischen Unternehmen verändert und beeinflusst wird, sondern auch, wie die Herausforderungen bewältigt werden können. Ergänzend dazu analysiert die Autorin Ursachen für Stellenbesetzungsprobleme in mittelständischen Unternehmen und leitet entsprechende Handlungsmaßnahmen ab. Die Studie liefert insgesamt inspirierende Impulse zur Gestaltung eines wettbewerbsfähigen und ganzheitlichen Personalkonzeptes, das auf die Bedürfnisse mittelständischer Unternehmen zugeschnitten ist.

Pflegekräfte gewinnen leicht gemacht Henri Fuchs,Ralf Isau.2023-02-13 Die Zeitenwende bei der Mitarbeitergewinnung, hat das Gesundheitswesen voll erfasst. Früher genügte es, die Existenz einer offenen Stelle irgendwie bekanntzumachen und sich aus der Schar der Bewerber:innen die besten herauszupicken. Heute ist es genau umgekehrt. Die Gesundheitsbetriebe müssen sich bei ihren zukünftigen Mitarbeiter:innen als attraktive Arbeitnehmer proaktiv bewerben (Reverse Recruiting). Lesen Sie, wie Sie dem Fachkräftemangel in Kliniken und Pflegeeinrichtungen mithilfe sozialer Netze und anderer digitaler Instrumente ein Schnippchen schlagen. In seinem Sachbuch »Pflegerkräfte gewinnen leicht gemacht« erläutert der Recruiting-Experte Henri Fuchs, wieso wir in der Personalgewinnung einen Paradigmenwechsel brauchen, weg von der klassischen Methode Post & Pray (»Schalte eine Anzeige und bete, dass sich jemand meldet«) hin zum Active Sourcing: dem aktiven Ansprechen potenzieller Bewerber über die sozialen Medien. Active Sourcing erreicht auch Personen, die noch gar nicht nach einem neuen Arbeitgeber Ausschau halten. Der Autor zeigt anschaulich, warum die Personalbeschaffung »alter Schule« heute immer weniger funktioniert und auf welche Klassiker Sie trotzdem nicht verzichten sollten. Der Hauptteil des Buches widmet sich dem sogenannten »E-Recruiting«, der Mitarbeitergewinnung über Online-Medien und mithilfe digitaler Techniken wie Ressourcenplanung (ERP), Bewerbermanagement, Mitarbeiter-Empfehlungs-Programme, Recruiting Bots, künstlicher Intelligenz und vielem mehr. Das Buch widmet sich besonders den Bedürfnissen von Geschäftsführer:innen, Pflegedirektor:innen und alle Personalverantwortlichen im Gesundheitswesen. Es behandelt die verschiedenen Aspekte der Personalgewinnung kompakt, anhand von Fallbeispielen praxisnah, durch zahlreiche Grafiken eingängig und durch die sparsame Verwendung von Marketing-Fachbegriffen leicht verständlich.

Arbeit 4.0 aktiv gestalten Simon Werther,Laura Bruckner.2018-03-01 Dieses praxisrelevante Werk bietet einen aktuellen und prägnanten Überblick sowie eine anschauliche Analyse über Arbeit 4.0. Der interdisziplinäre Zugang zwischen Psychologie, Soziologie und Rechtswissenschaft gewährleistet einen breiten und tiefgehenden Einstieg in dieses komplexe Thema. Darüber hinaus werden Implikationen von Agilität über People Analytics bis hin zu strategischen Aspekten gewinnbringend dargestellt. Des Weiteren werden zukünftige Arbeitswelten anhand verschiedener Szenarien bezüglich der Themen Recruiting, Personalentwicklung, Organisationsentwicklung, Organisationsstrukturen sowie Personalverwaltung und betriebliches Gesundheitsmanagement von verschiedenen Seiten beleuchtet. Autoren unterschiedlicher Disziplinen aus Unternehmen und Startups sowie Hochschulen und Forschungsinstituten bilden dabei das gesamte Kompetenzspektrum ab. Da bisher systematische und fundierte Grundlagen zu Arbeit 4.0 fehlten, ist dieses Buch nun ein großer Gewinn für alle Führungskräfte und Personalexperten, die sich mit diesem brisanten Themengebiet intensiv auseinandersetzen möchten. Zu den Herausgebern Laura Bruckner hat Germanistik an der Ludwig-Maximilians-Universität München sowie Technologie- und Managementorientierte Betriebswirtschaftslehre an der Technischen Universität München studiert. Sie setzte sich bereits in verschiedensten Kontexten mit dem Thema Digitalisierung auseinander - vom Startup bis hin zum internationalen Großkonzern. Simon Werther ist Professor für Innovationsmanagement an der Hochschule der Medien Stuttgart und Gründer der HRinstruments GmbH. Der Diplom-Psychologe ist Vorsitzender der Fachgruppe HR Startups im Bundesverband Deutsche Startups sowie Mitglied der Jury des HR Innovation Award. Er ist außerdem als Keynote-Speaker, Berater und Autor tätig. Vom personalmagazin wurde er 2017 unter die 40 führenden HR-Köpfe gewählt.

Preferred Futuring Lawrence L. Lippitt.1998 Preferred Futuring is a tool designed to bring deeper meaning and spirit into the workplace. This text presents real-life examples to illustrate how this practical process can be used as a tool for leadership, management, process improvement and organization alignment.

Work-based Learning as a Pathway to Competence-based Education Anke Bahl,Agnes Dietzen.2019-04-15 This book provides a rich collection of research and practice perspectives around central topics in the field of work-based learning (WBL). Key themes of interest are discussed by researchers and experts from around the world.

The French Cinema Book Michael Temple,Michael Witt.2019-07-25 This thoroughly revised and expanded edition of a key textbook offers an innovative and accessible account of the richness and diversity of French film history and culture from the 1890s to the present day. The contributors, who include leading historians and film scholars, provide an indispensable introduction to key topics and debates in French film history. Each chronological section addresses seven key themes - people, business, technology, forms, representations, spectators and debates, providing an essential overview of the cinema industry, the people who worked in it, including technicians and actors as well as directors, and the culture of cinema going in France from the beginnings of cinema to the contemporary period.

Culture in Organizations Sonja A. Sackmann.2022-01-03 "Culture eats strategy for breakfast". Peter Drucker's provocative statement points to the importance of culture for organizations. Depending on its characteristics, culture contributes significantly to the success or failure of for-profit and not-for-profit organizations. Hence, managers and leaders need to have an understanding of this important concept for best results. This book provides relevant knowledge about the concept of culture. This includes its major characteristics and dimensions, the way culture functions and influences both the internal life of an organization and the resulting performance. The book describes the emergence and development of culture over time as well as the formation and influence of subcultures. Even though culture is always present, certain situations call for specific attention such as fast growth or stagnation, strategic alliances, M&As or situations of change. The book describes how to go about understanding and assessing an organization's culture as a basis for culture change interventions as well as culture-sensitive and culture-mindful management and leadership.

Culturally and Linguistically Responsive Teaching and Learning (Second Edition) Sharroky Hollie.2017-07-15 Written to address all grade levels, this K-12 classroom resource provides teachers with strategies to support their culturally and linguistically diverse students. This highly readable book by Dr. Sharroky Hollie explores the pedagogy of culturally responsive teaching, and includes tips, techniques, and activities that are easy to implement in today's classrooms. Both novice and seasoned educators will benefit from the helpful strategies described in this resource to improve on the following five key areas: classroom management, academic literacy, academic vocabulary, academic language, and learning environment. This updated 2nd edition is grounded in the latest research, and includes an updated reference section and resources for further reading.

HR-Trends 2020 Karlheinz Schwuchow,Joachim Gutmann.2019-09-25 Neben aktuellen Trends und Strategien aus HR werden in diesem Fachbuch wissenschaftlich fundierte Perspektiven und Methoden vorgestellt. Ebenso werden Konzepte für eine zukunftsorientierte Personalarbeit erläutert. Die Themen sind u.a. Agilität, Arbeit 4.0, Analytics und Prozesse. Mehr als 50 Autoren aus Wissenschaft und namhaften Unternehmen wie Arvato, Bayer, Boehringer Ingelheim, Bosch, B. Braun Melsungen, Daimler, Enercity, Henkel, Klöckner, Lufthansa, Phoenix Contact, Porsche, Schmitz Cargobull, Siemens, Telefonica, Zeppelin u.v.m. liefern interessante Informationen und praktische Umsetzungshilfen. Inhalte: - HR-AGILITÄT: Führung und digitale Transformation - HR-ARBEIT 4.0: New Work und innovative Organisation - HR-ANALYTICS: Künstliche Intelligenz und neue Technologien - HR-RECRUITING: Talent Management und digitale BildungArbeitshilfen online: - Über 100 nationale und internationale thematisch passende Studien

Postcolonial Theory and Organizational Analysis: A Critical Engagement A. Prasad.2003-05-01 This book takes up a question that has rarely

been raised in the field of management: 'Could modern Western colonialism have important implications for the practices and theories that inform management and organizations?' Employing the frameworks of postcolonial theory, an international group of scholars address this question, and offer remarkable insights about the implications of the colonial encounter for management. Wide-ranging in scope, the book covers major topics like cross-cultural management, control and resistance, corporate culture, the discourse of exoticization in museums and tourism, and stakeholder issues, and sheds new light on the troubling legacy of colonialism. Scholars and practitioners searching for a new idiom of management will find this book's critique of contemporary management invaluable.

Mitarbeiter gewinnen leicht gemacht Johannes Bopp, Ralf Isau. 2022-05-17 Der Fachkräftemangel entwickelt sich zunehmend zu einer der größten Herausforderungen für die Wirtschaft. Mit den richtigen Instrumenten kann es trotzdem gelingen, die passenden Mitarbeiter zu finden. In seinem Sachbuch »Mitarbeiter gewinnen leicht gemacht« erläutert Johannes Bopp, wieso wir in der Personalgewinnung einen Paradigmenwechsel brauchen, weg von der klassischen Methode Post & Pray (»Schalte eine Anzeige und bete, dass sich jemand meldet«) hin zum Active Sourcing: dem aktiven Ansprechen potenzieller Bewerber über die sozialen Medien. Active Sourcing erreicht auch solche Personen, die noch gar nicht nach einem neuen Arbeitgeber Ausschau halten. Johannes Bopp erklärt, warum die Personalbeschaffung »alter Schule« heute immer weniger funktioniert und auf welche Klassiker Sie trotzdem nicht verzichten sollten. Der Hauptteil des Buches widmet sich der Einführung in das sogenannte E-Recruiting, die Mitarbeitergewinnung über Online-Medien und mithilfe digitaler Techniken wie Ressourcenplanung (ERP), Bewerbermanagement, Mitarbeiter-Empfehlungs-Programme, Recruiting Bots, künstlicher Intelligenz und vieles mehr. Das Handbuch widmet sich besonders den Bedürfnissen von Unternehmern, Geschäftsführern und Personalverantwortlichen in kleineren und mittelständischen Unternehmen (KMUs). Es behandelt die verschiedenen Aspekte der Personalgewinnung kompakt, anhand von Fallbeispielen praxisnah, durch zahlreiche Grafiken anschaulich und durch die sparsame Verwendung von Fachbegriffen leicht verständlich.

Knowing What Students Know National Research Council, Division of Behavioral and Social Sciences and Education, Center for Education, Board on Testing and Assessment, Committee on the Foundations of Assessment. 2001-10-27 Education is a hot topic. From the stage of presidential debates to tonight's dinner table, it is an issue that most Americans are deeply concerned about. While there are many strategies for improving the educational process, we need a way to find out what works and what doesn't work as well. Educational assessment seeks to determine just how well students are learning and is an integral part of our quest for improved education. The nation is pinning greater expectations on educational assessment than ever before. We look to these assessment tools when documenting whether students and institutions are truly meeting education goals. But we must stop and ask a crucial question: What kind of assessment is most effective? At a time when traditional testing is subject to increasing criticism, research suggests that new, exciting approaches to assessment may be on the horizon. Advances in the sciences of how people learn and how to measure such learning offer the hope of developing new kinds of assessments—assessments that help students succeed in school by making as clear as possible the nature of their accomplishments and the progress of their learning. Knowing What Students Know essentially explains how expanding knowledge in the scientific fields of human learning and educational measurement can form the foundations of an improved approach to assessment. These advances suggest ways that the targets of assessment—what students know and how well they know it—as well as the methods used to make inferences about student learning can be made more valid and instructionally useful. Principles for designing and using these new kinds of assessments are presented, and examples are used to illustrate the principles. Implications for policy, practice, and research are also explored. With the promise of a productive research-based approach to assessment of student learning, Knowing What Students Know will be important to education administrators, assessment designers, teachers and teacher educators, and education advocates.

Integrated Information Management Rüdiger Zarnekow, Walter Brenner, Uwe Pilgram. 2006-07-25 This book addresses the challenges facing information management (IM) and presents practical solution propositions. The first section describes six current trends and challenges to IM. The second section introduces a comprehensive model of integrated information management (IIM). The third section, using six practical examples, describes how selected concepts of IIM can be implemented. This book is built upon the fundamental premise of transferring successful management concepts from industrial production to IT management.

Studienführer Consulting Volker Nissen, Bruno Klauk. 2012-09-13 Wie kaum eine andere Branche verzeichnet die Unternehmensberatung in den letzten Dekaden ein überaus dynamisches Wachstum. Der vorliegende Studienführer zum Thema Consulting vermittelt Studierenden und Studieninteressierten einen umfassenden Überblick über Studienmöglichkeiten zum Thema Consulting im deutschsprachigen Raum. Neben vollwertigen Studiengängen werden auch Hochschulen berücksichtigt, die Vertiefungsrichtungen zum Consulting im Rahmen anderer Studiengänge anbieten. Daneben führen Fachaufsätze ausgewiesener Experten in die verschiedenen Beratungsfelder ein und bieten damit weitere Orientierungshilfe.

Handbook of Technical and Vocational Education and Training Research Felix Rauner, Rupert Maclean. 2008-12-16 Technical and vocational education and training (TVET) research has become a recognized and well-defined area of interdisciplinary research. This is the first handbook of its kind that specifically concentrates on research and research methods in TVET. The book's sections focus on particular aspects of the field, starting with a presentation of the genesis of TVET research. They further feature research in relation to policy, planning and practice. Various areas of TVET research are covered, including on the vocational disciplines and on TVET systems. Case studies illustrate different approaches to TVET research, and the final section of the book presents research methods, including interview and observation methods, as well as of experimentation and development. This handbook provides a comprehensive coverage of TVET research in an international context, and, with special focus on research and research methods, it is a cutting-edge resource and reference.

Personalmanagement, Führung und Change-Management Timm Eichenberg, Martin Hahmann, Olga Hördt, Maren Luther, Thomas Stelzer-Rothe. 2019-04-01 Alle Aspekte der angewandten Ökonomik (Volks- und Betriebswirtschaftslehre, Statistik, Ökonometrie etc.). Optimale Ausrichtung auf die Zielgruppe: Bände werden von Hochschulprofessoren verfasst. Klausurenbücher beinhalten erprobte Übungs- und Klausuraufgaben samt Lösungen sowie weitere Aufgaben für Prüfungsvorbereitung/Selbststudium. Lehrbücher sind auf Bachelor-Studierende zugeschnitten (angewandt, praxisnah, didaktisch auf höchstem Niveau).

Personalentwicklung Karlheinz Schwuchow, Joachim Gutmann. 2016-10-07 Industrie 4.0, Führung und Innovation, Globales Talentmanagement - die Herausforderungen sind vielfältig. Wie sieht nun die Personalarbeit der Zukunft aus? Wie steigert Personalentwicklung die Wettbewerbsfähigkeit? In 34 Beiträgen vermitteln Vordenker aus Wissenschaft und Unternehmen Einblicke in die Zukunft von HR. Profitieren Sie von den neuesten Erkenntnissen aus der Wissenschaft und von Best-Practice-Erfahrungen namhafter Unternehmen, u. a. Bertelsmann, Boehringer Ingelheim, Continental, Deutsche Bahn, Diehl, Freudenberg, Haniel, Miele, Puma, Stihl, Talanx, Vodafone u. v. m. Inhalte: Arbeiten 4.0: Personalentwicklung im digitalen Wandel 70-20-10: Neues Lernen in der Aus- und Weiterbildung Von den Besten lernen: Best-Practice-Cases von 34 international erfolgreichen Marktführern aus unterschiedlichen Branchen Strategisches Personalmanagement und innovative Führungskulturen Globales Talentmanagement und weltweite Weiterbildung Neue Wege der Weiterbildung & Mitarbeiterentwicklung Bildungsmanagement und strategische Erfolgssteuerung Aktuelle Managementliteratur und relevante Internetlinks Mehr als 150 nationale und internationale Managementstudien

Procurement 20/20 Peter Spiller, Nicolas Reinecke, Drew Ungerman, Henrique Teixeira. 2013-11-14 How to achieve procurement excellence today and evolve to be ready for tomorrow Procurement entrepreneurship pays. High-performing procurement teams can deliver huge value to their companies—regardless of industry. The best companies are advancing talent-management strategies into the heart of their procurement organizations with huge success. In addition to an estimated \$84 billion in yearly cost savings, companies who give procurement leaders prominence deliver superior returns from their operations as well as lower their costs of goods sold. This book, written by a group of purchasing and supply management practice experts, shares the hard-earned insights of more than ten years of dedicated procurement research conducted with leading academic institutions and practical experience with marquee clients in the field of procurement. It is also a natural successor to the many articles McKinsey & Company has published on the topic. This reliable resource skillfully explains and codifies the best practices that leading companies have pioneered in procurement

as well as frames how procurement must evolve to grapple with new global, social, and economic issues affecting business over the next decade. Details the four key dimensions of procurement excellence Showcases the five megatrends that will change the way business is done in the next decade Provides strategies that business leaders can adopt in the face of these megatrends, together with practical advice about next steps and case examples The road ahead will require you to redefine your vision for procurement and implement the required changes. Procurement 20/20 will show you how.

Scientific and Technical Revolution: Yesterday, Today and Tomorrow Elena G. Popkova, Bruno S. Sergi. 2020-06-05 This book presents a system view of the digital scientific and technological revolution, including its genesis and prerequisites, current trends, as well as current and potential issues and future prospects. It gathers selected research papers presented at the 12th International Scientific and Practical Conference, organized by the Institute of Scientific Communications. The conference "Artificial Intelligence: Anthropogenic Nature vs. Social Origin" took place on December 5-7, 2019 in Krasnoyarsk, Russia. The book is intended for academic researchers and independent experts studying the social and human aspects of the Fourth Industrial Revolution and the associated transition to the digital economy and Industry 4.0, as well as the creators of the legal framework for this process and its participants - entrepreneurs, managers, employees and consumers. It covers a variety of topics, including "intelligent" technologies and artificial intelligence, the digital economy, the social environment of the Fourth Industrial Revolution and its consequences for humans, the regulatory framework of the Fourth Industrial Revolution, and the "green" consequences, prospects and financing of the Fourth Industrial Revolution.

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The Employer Brand Simon Barrow, Richard Mosley. 2011-01-19 Levels of 'employer brand awareness' are rising fast across Europe, North America and Asia-Pacific, as leading companies realise that skilled, motivated employees are as vital to their commercial success as profitable customers and apply the principles of branding to their own organization. Starting with a review of the pressures which have generated current interest in employer branding, this definitive book goes on to look at the historical roots of brand management and the practical steps necessary to achieve employer brand management success - including the business case, research, positioning, implementation, management and measurement. Case studies of big-name employer brand stories include Tesco, Wal-Mart, British Airways and Prêt à Manger.

HR-Trends 2019 Karlheinz Schwuchow, Joachim Gutmann. 2018-09-27 Neben aktuellen Trends und Strategien aus HR werden in diesem Fachbuch wissenschaftlich fundierte Perspektiven und Methoden vorgestellt. Ebenso werden Konzepte für eine zukunftsorientierte Personalarbeit erläutert. Die Themen sind u.a. Arbeit 4.0, Agile Führung, Workforce Planning sowie Talentmanagement. Mehr als 50 Autoren aus Wissenschaft und namhaften Unternehmen wie Arvato, Bayer, Boehringer Ingelheim, Bosch, B. Braun Melsungen, Daimler, Enercity, Henkel, Klöckner, Lufthansa, Phoenix Contact, Porsche, Schmitz Cargobull, Siemens, Telefonica, Zeppelin u.v.m. liefern interessante Informationen und praktische Umsetzungshilfen. Inhalte: - HR-Strategie: Arbeit 4.0 und Agile Führung - HR-Digitalisierung: Innovation und Technologie - Diversity, Internationalisierung und Talent Management - Demografie: Talentmanagement und Workforce Planning Arbeitshilfen online: - Literatur, Links und über 100 Managementstudien *Object Reuse and Exchange (OAI-ORE)* Michael Witt. 2010-01-01 If you are an Electronic Resources Librarian, Digital Archivist or work with Digital Catalogs in any capacity, this report is a must-read for you.

The Amplified - Escape to Peru Michael Witt. 2014-03-01 Running three-week tours through Peru, mecca for adventurers, Ace Caruthers doesn't realize what he has just signed up for. He has become part of an operation, The Amplified, that has strategically placed a cocaine production facility, the farm, in the Amazon and uses the tour routes and tourists as a front to smuggle kilos of Peruvian bananas out of the jungle. Ace navigates groups through this land of stunning beauty, where towering, snow-capped Andes run into the vast Amazon, legends, ruins and enigmas abound and drug deals go sideways. Will the guidance of an old shaman be enough to save Ace and the Amplified as ancient rituals are learned and used to further dark desires? Buckle up for a fast-paced tale of adventure through Peru. Michael Witt, author and former expert guide and tour manager in Peru, brings to life a page-turning story with The Amplified - Escape to Peru. You will be left wanting to buy a plane ticket to enjoy Peru's splendor, while asking yourself, Would I have done it?

Boundless cyber world? Nadia Kutscher, Stefan Iske, Hans-Uwe Otto, Alexandra Klein. 2007-07-12 Welche Bedeutung haben technische Ausstattung und soziale Zugangsorte für die Teilhabe im virtuellen Raum? Welchen Einfluss haben soziale Rahmenbedingungen auf Nutzungsdifferenzen und welche Ausprägungen finden sich in dieser Hinsicht bei Jugendlichen? In der Beantwortung dieser neuen Fragestellungen führt der Band international herausragende ExpertInnen aus verschiedenen Disziplinen zusammen. Zentrale Fragen der Bildungsteilhabe in der Informations- und Wissensgesellschaft gerade für die nachwachsende Generation, die häufig als DIE Mediengeneration schlechthin gilt, werden im Zusammenhang mit der Problematik der digitalen Spaltung thematisiert und systematisiert. Die erstmalige Zusammenführung dieser unterschiedlichen Blickwinkel führt zu neuen Erkenntnissen über die Bildungsherausforderungen des Internet.

Praxishandbuch Recruiting Robindro Ullah, Michael Witt. 2015-05-11

Praxishandbuch Recruiting Robindro Ullah, Michael Witt. 2018-08-01 Wo finde ich fehlende Fachkräfte und wie spreche ich sie richtig an? Wie gestalte ich einen effektiven und effizienten Recruiting-Prozess? Wie kann ich die Chancen des digitalen Wandels und von Social Media für mein Recruiting nutzen? Das Buch bietet einen kompakten und vollständigen Überblick über das Thema Personalbeschaffung. Verknüpft mit vielen Fallbeispielen beschreibt es anhand eines idealtypischen Recruitingprozesses alle anfallenden Aufgaben. In der 2. Auflage besonders im Fokus: Social Recruiting. Mit dem prämierten Schulungskonzept Recruiter Next Generation. Ideal zur Einarbeitung und als Nachschlagewerk für die Praxis.

Strategic Retail Management and Brand Management Doris Berger-Grabner. 2021-10-25 The retail industry and associated business models have gone through a significant phase of disruption. The rapid emergence of new technologies, digital business models and the evolution of social media platforms as a new sales channel continue to influence the sector. Key contextual or external trends will affect and shape the retail landscape in the years to come. Therefore, it seems important to prepare for this situation and be ready with a head start in terms of knowledge. This textbook provides its readers basic knowledge about the national and international retail sector and gives important insights into trends and developments. It deals with key trends, in particular new patterns of personal consumption, evolving geopolitical dynamics, technological advancements and structural industry shifts. Moreover, it explains why it is so important that retailers use these trends, adapt their retail strategies and tactics, create strong brands and come up with innovative, new ways of doing business. Today we are living in a challenging time for retail. This textbook tries to give insights and explanations to better understand these challenges and provide managerial implications.

Madnalas Adult Colouring Book Adults Colour By Numbers Rainbow Publishing. 2019-11-22 100 Greatest Mandalas Compilation: Enjoy Hours of Meditative Relaxation by Bringing to Life the Best Collection of Mandalas This compilation is composed of the following books: Mandala Coloring Book Floral Mandala Coloring Book Flower Mandalas And Much More! We are very proud to say that we have partnered with the world's finest community of adult coloring enthusiasts to bring you the greatest variety of 100 amazing mandala illustrations, perfect for every age and skill level. Mandalas have become wildly popular and with good reason. In fact, there are many great benefits of mandala coloring for adults. Some of these rewards are quite surprising, while others are more obvious. Here are only a few of the top benefits of mandala coloring: Helps to stabilize blood pressure Increases creativity and self-awareness Enhances and promotes art therapy Reduces anxiety and relaxes muscles Self-confidence: freedom to color outside the lines if you want This is a much cheaper and healthier alternative than medication and talk therapy. It's a ton of fun and you can do it with friends and family, plus the finished piece is beautiful to look at! How are mandalas used? Mandalas can be used in meditation to focus attention and manifest personal and spiritual growth, displayed as art, or like in this coloring book as a form of stress relief and relaxation. Flower mandalas allow room for creativity as individual flowers or flower parts can be colored in any hue to create the effect you desire. Colored mandalas make excellent gifts and can be tailored to meet the recipient's taste or even coordinated to match their home decor. Coloring Book Details Each coloring page is printed on a separate page to avoid bleed through Suitable for markers, gel pens, coloring pencils, fine liners, water colors Designs range from simple to more complex for every skill level Large 8.5 x 11 format, professional quality design Single sided pages allow you to remove the

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Recruiting to go für Sozial- und Pflegeeinrichtungen Maja Roedenbeck Schäfer.2020-03-26 Schneller Aufbau eines erfolgreichen Recruiting-Prozesses Bewerberbedürfnisse verstehen, niederschwellige Bewerbungsmöglichkeiten bieten, Onepager, Microsites oder Karriereblogs aufbauen, Stellenanzeigen aufpolieren, versteckte Bewerber finden, mögliche Kandidaten in sozialen Netzwerken direkt ansprechen, Big Data nutzen: Die Anforderungen an Personalbeschaffer werden immer umfangreicher, um in Zeiten des Fachkräftemangels Mitarbeiter zu gewinnen. Der kompakte Praxisratgeber Recruiting to go ist der ideale Begleiter für gestresste Personaler: Kurzweiliges Nachlesen ohne von zu viel Theorie erschlagen zu werden. Beispiele, Musterformulierungen, Abbildungen und Interviews mit Praktikern zeigen, wie es geht. Konkrete Tipps zum Soforteinsatz bringen unmittelbare Erfolgserlebnisse. Mit weiterführenden Infos unter: www.WALHALLA.de/recruiting

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