



Recrutainment: Spielerische Ansätze in Personalmarketing und -auswahl (German Edition)

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Um gute Mitarbeiter zu finden, reichen die üblichen Wege im Recruiting längst nicht mehr aus: Immer mehr Organisationen setzen auf Recrutainment, also den Einsatz spielerisch-simulativer Elemente in Berufsorientierung, Employer Branding, Personalmarketing und Recruiting.

Self-Assessments, unterhaltsam und informativ gestaltete Online-Assessments, Berufsorientierungsspiele oder auch Offline-Recrutainment-Events verbessern nachweislich das stimmige Zusammenfinden von Kandidat und Arbeitgeber und versprechen so nicht nur eine optimale Stellenbesetzung, sondern stärken auch das Profil der Arbeitgebermarke.

Das Buch liefert das theoretische Fundament für das Thema Recrutainment und erklärt, warum dessen Bedeutung in den letzten Jahren so stark zugenommen hat. Es werden die Auswirkungen von Recrutainment auf Organisationen und Bewerber unter Einbeziehung von aktuellen Studien beleuchtet. In ausgewählten Best Practice Beispielen stellen verschiedene Autoren dar, wie Recrutainment in der Unternehmenspraxis eingesetzt wird.

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