

Generation Y: Neuausrichtung im Personalmanagement? (German Edition)

Steve Rösler

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Generation Y: Neuausrichtung im Personalmanagement? (German Edition) Steve Rösler Studienarbeit aus dem Jahr 2013 im Fachbereich BWL - Personal und Organisation, Note: 1,0, Technische Fachhochschule Wildau, Sprache: Deutsch, Abstract: Millennials scheinen sich in der Einstellung zum Beruf und den Anforderungen, die sie an ihren Arbeitgeber stellen, deutlich von ihren Vorgängern zu unterscheiden. Da sie in absehbarer Zeit den Löwenanteil potenzieller Kandidaten ausmachen und das Bild der Unternehmen zunehmend prägen werden, müssen sich die Personalverantwortlichen damit auseinandersetzen, wie sie diese erfolgreich rekrutieren, führen und nachhaltig an das Unternehmen binden können.



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