



Anforderung an das Personalmarketing durch die Generation Y (German Edition)

Franziska Pfeiffer

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Studienarbeit aus dem Jahr 2014 im Fachbereich BWL - Personal und Organisation, Note: 1,3, FOM Essen,
Hochschule für Oekonomie & Management gemeinnützige GmbH, Hochschulleitung Essen früher
Fachhochschule, Veranstaltung: Personalmarketing und Recruiting, Sprache: Deutsch, Abstract: Wer ist die
Generation Y und was macht Sie für den Arbeitgeber so attraktiv? Was unterscheidet die Generation Y in
ihren Ansprüchen von den anderen Generationen und wie verwendet man dieses Wissen gezielt für ein
erfolgreiches Personalmarketing der eigenen Organisation?

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