



Corporate Reputations, Branding and People Management (Advanced HR Practitioner)

By Susan Hetrick, Graeme Martin



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The book helps HR practitioners understand corporate-level concepts and their relevance to the key strategic agendas of organizations by drawing on a wide range of ideas from branding, marketing, communications, public relations and reputation management. It then examines how effective people management strategies and the role of HR specialist can contribute to this corporate agenda. This contribution lies in four key areas: organizational communications strategies, developing compelling employee value propositions and employer branding; HR strategies, employer of choice policies and talent management; creating new forms of psychological contracts and building stronger individual-organizational linkages through employee identification, employee commitment and psychological ownership; and in developing supportive employee behaviors. The book is based on a new model of the links between HR, corporate reputation and branding, developed from an extensive review and synthesis of different bodies of management literature. This model has been refined from extensive case research and practical experience in building corporate reputations and brands. Specially researched cases include Orange, Aegon, Scottish Enterprise, Hudson International, BSkyB, Standard Life Investments and the Royal Bank of Scotland.



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Editorial Review

Review

“ ... lays out the meanings of and differences between corporate brands, reputations, organizational identities and images. It also examines how the employer's relationship with individual employees drives corporate reputations and regard for brands 'from the inside out.'”

? HR Magazine, November 1, 2006

From the Back Cover

One of the first books to show how HR practitioners can contribute to the emerging corporate agenda: corporate reputation management, corporate branding, corporate identity, corporate social responsibility and corporate governance.

Corporate Reputations, Branding and People Management is aimed at helping HR practitioners understand the corporate agenda and the role of reputation management, brands, social responsibility and governance in creating a competitive advantage and organizational legitimacy. By drawing on a wide range of ideas from branding, marketing, communications, public relations and reputation management, it examines how effective people management and HR strategies can contribute to this corporate agenda.

The book combines an original model which shows the relationship between HR and corporate branding and reputation, an extensive view of existing literature and new case research and international examples to help readers put the theory into context and understand how it can be applied. It also provides practical guidelines for developing HR policies and practices.

Primarily for use by HR practitioners and within executive development courses, this book can also be used as a text for masters programs in HRM and MBA students undertaking specialist courses in HR.

About the Author

Graeme Martin (BA, MSc, MBA, PhD) is director of the Centre for Reputation Management through People (CRMP) at the University of Glasgow. He is also Visiting Professor in Human Resource Management at the University of Colorado in Denver and holds visiting appointments in Italy, Sweden and Australia. He has published widely in the fields of international human resource management, organizational change, human resource development, human resource management and more recently, in eLearning. He has a background as an HR practitioner and has consulted widely with a number of firms and public sector organizations in the UK and in Australia.

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