



# Brand for Talent: Eight Essentials to Make Your Talent as Famous as Your Brand

*Mark Schumann, Libby Sartain*

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## **Praise for *Brand for Talent***

"As a marketer, nothing is more important than building a strong, relevant brand. As a leader, nothing is more important than creating an energized, talented group of employees. *Brand for Talent* provides a compelling framework and great practical tips. It will change the way you think about your people strategy."  
**CAMMIE DUNAWAY**, Nintendo of America

"*Brand for Talent* is your wake up call to the realities of today's hiring marketplace. Branding baristas Mark Schumann and Libby Sartain welcome you with a steaming mug of half philosophy and half pragmatism topped with real-world examples. Get *Brand for Talent*, get amped and get going!"  
—**BRAD WHITWORTH**, ABC, Cisco, IABC Fellow, IABC Past Chairman

"In this compelling and incisive book, Mark Schumann and Libby Sartain bring branding into the realm of human resource management."  
—**HAYAGREEVA RAO**, Graduate School of Business, Stanford University

"This is a fascinating book. Using the power of a consumer brand as a lever to *retain* talent is a given. What hasn't been done until this book is to put the brand to work in order to *attract* the best. Who would have thought that social networking would become the new battleground in the hunt? This is one human resources book I actually enjoyed reading."  
—**LOU WILLIAMS** ABC, APR, L.C. Williams & Associates, IABC Fellow, IABC Past Chairman, Institute for Public Relations Fellow

"Mark Schumann and Libby Sartain bring unique experiences and examples that show how to go beyond simple recruiting to create a sustainable talent system for good times and tough times."  
—**Dr. JOHN BOUDREAU**, Marshall School of Business, University of Southern California

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#### **Enrique Hayes:**

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