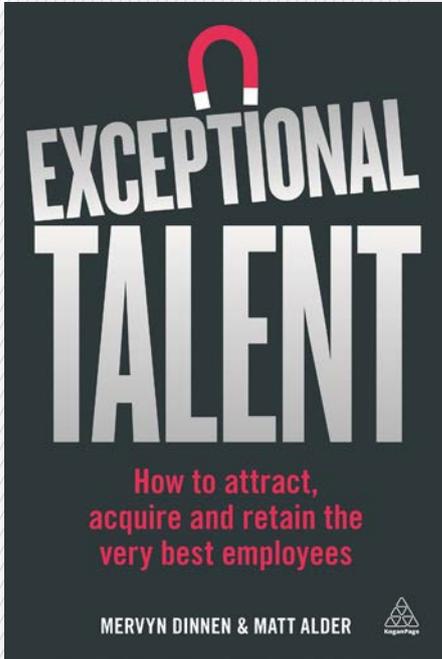


NEW  
BOOK

Keep Your Competitive Edge with a 21<sup>st</sup> Century Recruitment & Retention Strategy

NEW BOOK: EXCEPTIONAL TALENT: HOW TO ATTRACT, ACQUIRE AND RETAIN THE VERY BEST EMPLOYEES



Attracting, hiring, developing and retaining the right people has always been a crucial part of any organization's success. The methods of doing so successfully, however, are evolving fast. Today more than half of job seekers now use their smartphones to find positions, and we face a business environment that is changing so rapidly that jobs which will be essential in 2020 don't even exist yet.

The stakes have never been higher: a study by Oxford Economics suggests that staff turnover costs British business at least £4bn every year, with the average cost of replacing an employee now more than £30,000. With more and more people remaining in work beyond the traditional retirement age, and two generations of tech-savvy Millennials pushing up into the workforce, businesses need to adapt their HR strategies quickly in order to attract and retain talent in this new environment.

Now a new book, *Exceptional Talent* looks at how changes in technology, communication, and employee preferences are impacting the talent journey. It delivers practical advice on how to build an effective recruitment and talent management strategy to meet the needs of today, while

also helping businesses plan and prepare for the challenges of the future.

*Exceptional Talent* is a go-to manual for all things employee-related, showing you how to build an authentic employer brand, exploring new ways of sourcing candidates and explaining how to use digital, social and mobile platforms to target the right people in the right way. Highlighting the impact on talent acquisition of networks, relationships and referrals, it also provides tools and techniques to create an efficient recruitment process, strategies for effective onboarding of new employees as well as practical advice and best practice case studies for retaining and engaging employees.

"The definitive work on attracting, recruiting and retaining talent." *Kevin Green, Chief Executive, Recruitment & Employment Confederation*

"*Exceptional Talent* is not just a How To Manual but a Why to Manual for recruitment and talent attraction. The kind of book that...will get daily use by HR and recruitment practitioners alike." *Mathew Davies, HR Director, Addison Lee*

*Exceptional Talent* by Mervyn Dinnen and Matt Alder is out in May 2017, published by Kogan Page, priced £29.99. For more information see [www.koganpage.com/ExceptionalTalent](http://www.koganpage.com/ExceptionalTalent)

ABOUT THE AUTHOR

**Mervyn Dinnen** is a talent and HR analyst, advising recruitment and HR technology businesses on the emerging trends impacting hiring, retention and engagement. He is a writer and international speaker on recruitment and HR trends, and an award winning recruitment blogger. He spent 20 years working with UK companies on Recruitment and HR strategies.  
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EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:



Mervyn Dinnen



Matt Alder

Mervyn Dinnen is a talent analyst and writer, advising recruitment and HR technology businesses on the emerging trends impacting hiring, retention and engagement.

Matt Alder is a strategy consultant focusing on recruitment marketing, employer branding and HR Technology.

The two authors are available to provide expert comment, interviews and by-lined articles on a range of talent and recruitment topics, including:

— Mind the Gap: How to spot and fill the digital talent and skill shortages in your business

— Talent without borders: How to solve the Brexit recruitment challenges

— Talent in the day after tomorrow: Redefining talent for a changing world

— Employee onboarding: How to get new starters off on the right foot

— People first: How to engage key talent through a great employee experience

— The future of Recruitment: How interviews, CVs and recruitment processes are set to change

— 21st Century Talent Management: The changing nature of talent recruitment and retention