



# Brand and Talent

*Kevin Keohane*

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## **Brand and Talent** Kevin Keohane

Many books talk about brand, still more about talent, yet leading organizations are realizing their identity as a service/product provider is virtually inseparable from their identity as a place that attracts, motivates and benefits from thriving talent.

In *Brand and Talent*, author Kevin Keohane looks at how organizations can better communicate with people before, during and after their association with the company. He presents a "joined up" approach that encompasses the needs of brand, marketing, human resources, corporate communications, internal communications and IT. He integrates academic and commercial evidence, as well as practical advice and includes case studies and interviews.

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