



Retention Management. Ansätze, Instrumente, Erfolgsfaktoren (German Edition)

Oliver Gassner

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Personal und Organisation, Note: 1,0, Management Center Innsbruck Internationale Fachhochschulgesellschaft mbH (Management und Recht), Veranstaltung: Personnel Development, Sprache: Deutsch, Abstract: Viele Unternehmen sehen eine große Herausforderung in der Suche und Rekrutierung von talentierten Mitarbeitern, sog. High Potentials, und investieren sehr große Anstrengungen zur erfolgreichen Umsetzung dieser Aufgabe. Immer mehr Unternehmen erkennen, dass neben der Suche und Rekrutierung auch der Erhalt bzw. Motivation der High Potentials von Bedeutung für den Erfolg des Unternehmens ist.
„Geld allein macht nicht glücklich“ - diese Binsenweisheit bereitet derzeit vielen Personalverantwortlichen Kopfzerbrechen. Was tun, um Mitarbeiter bei der Stange zu halten, die fast schon wöchentlich einen Anruf vom Headhunter bekommen?

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