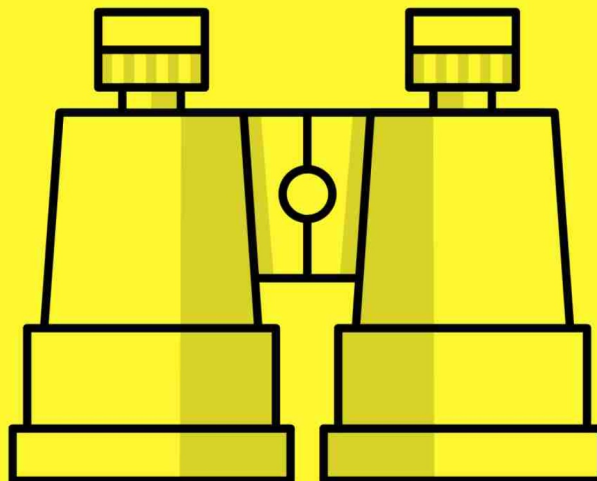

Simone Janson (ed.)

FIND TOP EMPLOYERS



Inspire with your application portfolio & get hired, learn recruiting knowledge, read job ads & online reviews the right way, do reality-checks in the interview

Find Top Employers

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Inspire with your application portfolio & get hired, learn recruiting knowledge, read job ads & online reviews the right way, do reality-checks in the interview

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Table of Contents

Imprint

Introduction: Premium information & heavily discounted travel deals - you'll find all this as a bonus in this book

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback
Your Benefit in concrete Terms: Content, Organization and Structure of the Book

Information as desired with Membership Discounts, eCourses, Workbooks, and custom, individual eBooks

Goodies for Your Personal Success: Interactive Tools to accompany the book to Achieve Your Goals and Earn Money

Your customised inspirational trip with up to 75% discount, while promoting sustainability

Employer branding meets skills shortage: Problems homemade? // By Simone Janson

This is what popular companies offer: Friends and Benefits // By Simone Janson

Application and job search: 7 tips for non-high-flyers // By Svenja Hofert

Job search and career planning with business networks - 7 tips: better than job advertisements? // By Simone Janson

Feelgood-Management and Employer Branding: The cuddly companies // By Simone Janson

Applying for SMEs - 5 Opportunities: Alternatives to the Group Career? // By Maja Skubella

Applying for the future - 5 tips: How to make your resume a success // By Dr. Job
Employer branding through more salary: Top 10 employer in remuneration // By Fritzi Roth

What recruiter and HR do not tell: The perfect candidate // By Petra Barsch

Recruiting via Candidate Journey and Candidate Persona - 7 steps: How companies attract top talent! // By Anne M. Schüller

Interview in the Financial Industry: 3 X 4 Tips for Applicants // By Sina Lehmann

Corporate Identity in Employer Branding: 4 Fundamentals for Better Employer Branding // By Oliver Koch

Job Search with Social Media: Time Savings or Waste of Time? // By Simone Janson

Onboarding in a new job in 10 steps: from conflict to team spirit [+ checklists] // By Helga Brüggemann

IT jobs and top employers in the gaming industry: 5 steps to becoming a software developer // By Mario Hahn

Internet recruitment for medical professionals: doctors as boss // By Simone Janson

Conclusion: How to use free premium content and heavily discounted travel deals
Authors Overview

Svenja Hofert

Maja Skubella

Dr. Job

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[Petra Barsch](#)

[Anne M. Schüller](#)

[Sina Lehmann](#)

[Oliver Koch](#)

[Helga Brüggemann](#)

[Mario Hahn](#)

[Simone Janson](#)

[Profound Expert Knowledge, Quality Assurance and Innovation: The Concept of
Publisher of the Year Best of HR - Berufebilder.de®](#)

[Appendix to the book extension: tips and practical examples for the interactive
knowledge journey](#)

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Introduction: Premium information & heavily discounted travel deals - you'll find all this as a bonus in this book

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Employer branding meets skills shortage: Problems homemade?

// By Simone Janson

The ghost shortage of skilled labor is going around. Allegedly missing for all technical professionals. Not true, say a number of headhunters and HR experts, the problems are caused by the companies and employers themselves. Who is right?

Are the companies themselves to blame?

Martin Gaedt's book "Mythos Skilled Personnel Shortage" causes heated discussions. Because, according to Gaedt, "there can be no talk of a nationwide shortage of skilled workers". But why then do politicians and business always talk about the lack of skilled workers as a central challenge for the future?

For example, the German Chamber of Industry and Commerce, which announced to 2010 that almost 2015 percent of companies would expect a shortage of skilled workers until 50, as well as studies by Forsa or Kienbaum of 2012. So are the companies themselves to blame when they complain about a shortage of skilled workers?

Unserious calculating games

One thing is certain: according to the Association of German Engineers, there are even no engineers in Germany about 80.000. This number was calculated by the VDI by multiplying the number of jobs reported to the Federal Employment Agency by seven - because according to a survey by 2009 only every seventh job agency is reported.

Dr. Karl Brenke, scientific consultant at the German Institute for Economic Research (DIW) in Berlin, recalculated the VDI figures and comes to another conclusion, which he published in the DIW weekly report 11/2012: "If you calculate realistically, you get roughly 20.000 people who retire from engineering every year for reasons of age. But at universities we have graduates in the range of 45.000 to 50.000. This means that the graduates who are currently streaming out of the universities are more than sufficient to meet the replacement needs and an additional need for engineers," said Brenke in the DIW weekly report.

Why are companies just not finding the right people?

Apart from all arithmetic games, there are still companies that simply cannot find the right employees. Headhunter Dirk Ohlmeier reports on a client who was unsuccessfully looking for a new manager for six months. The reasons were homemade: "When we presented the first qualified candidates, the feedback from