

8.14: Introduction to Recruitment Sources

What you'll learn to do: Discuss recruiting sources

In an article for *Forbes*, human resources and HR technology analyst Josh Bersin observes that “Not only do companies have to deal with social sourcing, creating an employment brand (on a myriad of social websites), but the entire industry has become data driven and one of the fastest growing areas of AI.”^[1] In this section, we will discuss sourcing and the impact of technology on the sourcing and recruiting process broadly.



1. Bersin, Josh. "[Robotic, IA and Cognitive Computing Are Changing Organizations Even Faster Than We Thought](#)." *Forbes*. March 9, 2017. Accessed July 26, 2019. ↵

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