

6.9: Introduction to the Recruitment Process

What you'll learn to do: Discuss the recruitment process

The essence of recruiting is expressed in researcher, advisor and bestselling author Jim Collin's classic recommendation: "get the right people on the bus." This analogy, presented in his 2001 bestseller *Good to Great*, reflects the realities of operating in a dynamic and disruptive environment.^[1] In the years since, this insight has been widely recognized as a critical business success factor. Recent economic, labor and technological trends have only increased the stakes. In this section, we'll discuss the recruitment process and the importance of employer branding.

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1. Collins, Jim. *Good to Great*. New York, New York: Harper Collins, 2001. ↩

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