



The Professional Recruiter's Handbook: Delivering Excellence in Recruitment Practice

By Jane Newell Brown, Ann Swain

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As recruitment becomes ever more important to a business trying to achieve its corporate objectives, professional recruiters and staffers must raise their game, delivering new and innovative solutions.

This second edition addresses the many changes that have happened in the field of recruitment over the last five years including the growth of internal recruitment expertise within organizations, the rise of Recruitment Process Outsourcing (RPO) and Managed Service Provider (MSP) business models and social networking. Brown and Swain explore the techniques used by the most successful recruiters, both agency and client side, to understand what creates excellence in recruitment. They provide the advice that professional recruiters need on client acquisition, client strategy and candidate management.

Aimed at both potential and existing recruiters, *The Professional Recruiter's Handbook* is supported by numerous updated and enhanced case studies and interviews with recruitment professionals. It contains practical advice on attracting the right candidates, finding and retaining new clients and explains how to develop a recruitment strategy to ensure professional recruiters and staffers can successfully fill the roles they take on.

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