#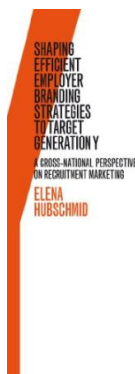 Shaping Efficient Employer Branding Strategies to Target Generation Y: A Cross-National Perspective on Recruitment Marketing

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