Winning the Technology Talent War: A Manager's Guide to Recruiting and Retaining Tech Workers in a Dot-Com World

Mary Ellen Brantley, Chris Coleman

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The nationwide labor shortage has reached crisis stage in the Information Technology industry, making effective employee recruitment and selection a strategic business issue for all large organizations -- not just an IT manager's problem anymore. Winning the Technology Talent War shows companies how to aggressively but selectively recruit technology workers, develop their skills once they're on the job -- and, just as critical, keep them happy so they don't leave.Written by two Fortune 50 recruitment specialists, the guidebook is packed with creative strategies for overcoming today's high-tech talent shortage. It provides practical techniques for: -- Creating a positive first impression through the recruiting pages on your company's website-- Finding candidates through employee networking-- Wooing candidates with financial and non-financial incentives

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