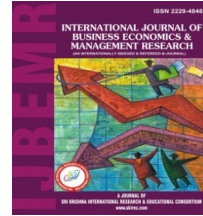




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## **HRD STRATEGIES IN HR BRANDING**

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### **ABSTRACT**

*Branding is one of the most important aspects of any business. An effective brand strategy gives the organization a major edge in increasingly competitive markets. The organization's brand is the promise to its customer. It tells them what they can expect from their products and services, and it differentiates its offerings from its competitors. The present paper analysis HRD strategies in HR Branding.*