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## Our commitment to Employer Branding

In today's rapidly evolving society, the war for talent is more evidently fought at the workplace. Therefore, it is crucial for companies to enhance their employer branding and aligning it with their corporate branding so as to attract, engage and retain the best talents. As such, our Managing Director has given a talk on Employer Branding at the upcoming ASME – Lianhe Zaobao Branding Seminar 2010 in June. She was also recently interviewed by Jobs DB on Employer Branding (<http://www.youtube.com/watch?v=WVywgyH0q7g>) and would like to share some of her thoughts with you.

Yours sincerely,

Marketing Team – Premium Staffing Pte Ltd

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