

This work summarizes to readers activities and issues of attractive employers, who try to be the best employer and lure new employees and to make the existing employees stable. On these pages I sum up the results, mostly of Czech studies about what makes employers attractive. There are many criteria how to assess this part of companies. The most frequent, is assessment on the basis of their personnel relations. The studies acknowledge a point of view of employees, human resources specialists, leaders, students and the general public. The essay is descriptive text, which characterizes the companies who try to be the best place to work for, offer a richer working environment, more interesting or extraordinary benefits and they pursue every possible way before deciding to let high-quality people go. An employee needs to know the goals of the company, what should they focus on or what the company expects of them and how will the employees participate in reaching this goal. It is very important, what do the employees gain from it. The employees watch the activity, behaviour and the results of their employers. This work analyzes each personnel activity which plays a significant role in the identification of high - quality employers and it could be interesting material for human resources specialists, managers or leaders, who try to improve the quality of their employer's image. Nowadays personnel marketing is a meaningful activity, which influences the general face of a company. There are some summary sheets, which document the results of studies and inform us about the concrete names of companies, who are a success among specialists, public or students.