Tips on discovering and attracting talent in APAC

- Build “screen-in” criteria that focus on competencies over credentials
- Look for candidates who will be a "culture add" not just a “culture fit”
- Challenge traditional CV and interview formats, and try to adopt recruitment language and visuals that suit your business
- Expand your recruitment reach into previously untapped communities that looks beyond city centers
- Don’t forget about the importance of purpose — talk about your company values to show candidates what kind of organization they’re joining

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