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# REMUNERATION STRATEGY AND POLICY FOR "DOVE" HOUSE



GRIN Publishing Jul 2014, 2014. Taschenbuch Condition: Neu. Neuware - Essay from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Hertfordshire, course: Remuneration Strategy and Theory, language: English, abstract: The present report aims to outline the reward strategy and policy for Unilever's new businessdivision, i.e. a store in central London for Unilever's largest Personal Care brand Dove. The reward strategy and policy are designed to motivate the...

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- Authored by Anna Jung
- Released at 2014



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