

PRESS RELEASE

19 November 2010

PB 100249

Business poems: new collection by Luc Elen

'A mirror for every manager'

Brandhome has published *Bedrijfsgedichten* ('Business Poems') – a new collection by the poet Luc Elen. The poems are a mirror in which every manager, business leader or employee will recognise him or herself. *Bedrijfsgedichten* explores management from the emotional angle, drawing on what feelings it reveals for employees.

'I wanted my third book to be about something that's very important to me: emotions in the workplace,' Luc Elen explains. 'It's an element that is often lacking in management and HR literature. The poems juxtapose and intertwine situation and emotions. The collection is about perception and internal communication. About the emotions that help shape the culture of a business. Because emotions are a part of its strategy, organisation and ultimate reality.'

Brandhome's Erik Saelens: 'Brandhome is interested in how people work together. How each individual gives something of themselves to the business and hence to the brand. Luc Elen's poems tell you more than a thousand HR books could. They persuasively reveal the importance of internal branding in an organisation.'

The writer Luc Elen has worked in HR for decades, most recently as HR Director at ERGO life. The *Bedrijfsgedichten* collection has been published in an edition of 5,000 and is available through Brandhome. Elen is also the author of *Human Resources, de essentie* and *Praktijkgids voor het sociaal overleg, praten wordt luisteren*.

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method[®]. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

* * * * *

Note for editors, not for publication:

For more information about this press release, please contact Machteld Schierbeek, machteld.schierbeek@frappa.net, +32 3 237 05 95.