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The Secret to Getting a Job After College: Marketing Tactics to Turn Degrees Into Dollars

By Dr. Larry Chiagouris

Brand New World Publishing. Paperback. Book Condition: New. Paperback. 206 pages. Dimensions: 8.9in. x 5.9in. x 0.7in. The perfect gift for all college students. The Secret to Getting a Job after College: Marketing Tactics to Turn Degrees into Dollars is an easy to follow guide for all majors to help you launch your career in any job market. In just four chapters, you will learn tips and tactics to attract the attention of an employer and win the competition with other candidates to get the job you want. Bonus Feature: Exclusive Online Content: Gain access to exclusive content to a companion website Includes references to many job search resources Resume examples for a variety of majors Links to useful websites Chapter 1: Finding Your Job: Identifying Your Best Opportunities Summary of easy to find sources of information to focus your job search Destroy the myth of what kind of job a college graduate should seek Where to uncover the jobs most students fail to ever find Create your personal brand Chapter 2: Getting the Interview: Creating Your Marketing Plan Learn to create a cover letter that generates a call from an employer See what makes a great resume that cannot be...



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