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Note generali	Description based upon print version of record.
Nota di contenuto	Preface; Preface to the second edition; The author; Contents; 1. Background; 2. What is a graduate?; 3. Attracting the best: where to look; 4. Promoting your company; 5. Shortlisting and beyond; 6. Induction and development; App 1: Details on Dearing; App 2: Useful addresses; App 3: Further reading
Sommario/riassunto	Helps you to optimise your graduate recruitment activities, such as: how the labour market works and the picture for graduate recruiters; how to identify and optimise the benefits brought to you by graduates; what you can expect from graduates and what they want from you; how to attract, shortlist, promote, and keep the best; and more.