

1. Record Nr.	UNINA9910957820903321
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Titolo	Land your dream career : eleven steps to take in college // Tori Randolph Terhune and Betsy A. Hays
Pubbl/distr/stampa	Lanham, Maryland : , : Rowman & Littlefield Publishers, , [2013] New York : , : Bloomsbury Publishing (US), , 2013
ISBN	979-82-16-41978-5 1-4422-1948-3
Edizione	[1st ed.]
Descrizione fisica	vii, 217 p
Classificazione	EDU000000
Altri autori (Persone)	HaysBetsy A
Disciplina	650.14
Soggetti	College graduates - Employment BUSINESS & ECONOMICS - Careers - Internships BUSINESS & ECONOMICS - Careers - Job Hunting EDUCATION / Counseling / Career Development Reference SOCIAL SCIENCE / Reference Vocational Guidance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Start now -- Design, build, and protect your brand -- Immerse yourself inside and outside the classroom -- Employ the magic of 75/25 -- Master every conversation -- Innovate to stand out -- Allow for wiggle room and celebration -- Network, network, network -- Use new media tools -- Become an expert -- Put it all together.
Sommario/riassunto	It is clear that the path from college to work has changed dramatically in recent years--current statistics show that half of young college graduates are either jobless or underemployed in positions that don't fully use their skills and knowledge. But landing a good job is not impossible! Authors Tori Randolph Terhune, a gainfully-employed young college graduate herself, and Betsy A. Hays, a college professor, show readers what they can do in college to successfully pave the way for future employment. The authors provide eleven easy-to-follow strategies for students to effectively use time on campus to start building a career.

