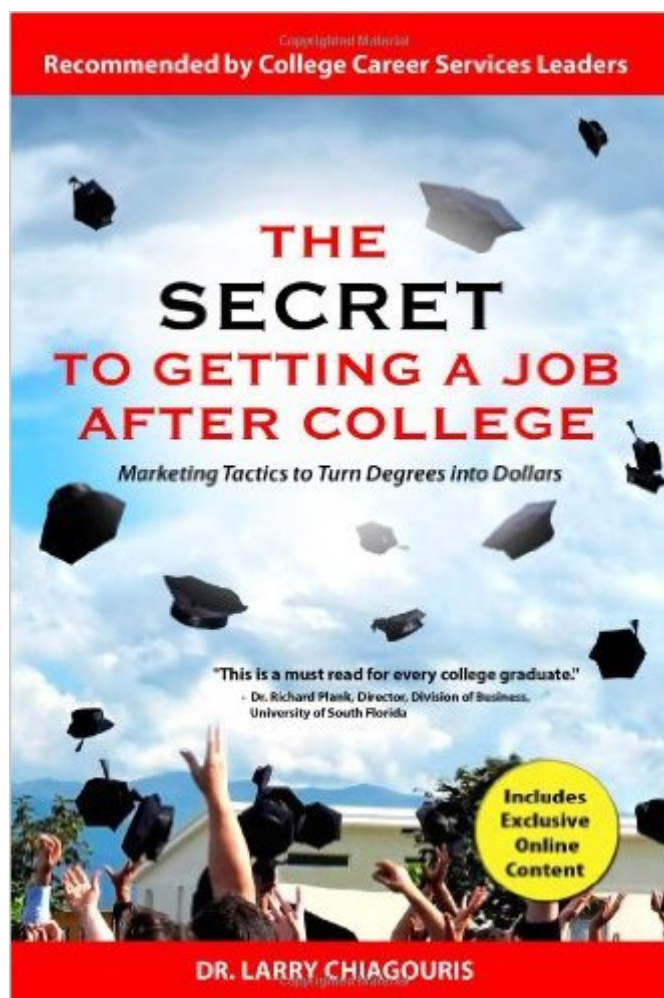


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# The Secret To Getting A Job After College: Marketing Tactics To Turn Degrees Into Dollars



## Synopsis

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:

## Book Information

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## Customer Reviews

This book is the sole reason that I have a job and house less than a year after graduating while my more-intelligent friends with more marketable degrees are still unemployed or working in food-service. As a business student with an interest in marketing, I was amazed at how blind I was to the concept of marketing yourself to employers much the same way a corporation markets products to you. Simple concepts like creating your own business cards can really make you stand out, and in today's depressing job market you need to do whatever it takes to be noticed in a positive light. Networking strategies from this book are far more valuable than the price of the book. I will be buying this for all of my younger cousins as they graduate, and you should buy it for any new graduates you love as well!

This book provides excellent 'insider info' on what it takes to get a job in today's ever so competitive marketplace. It contains very detailed tips and tricks on how to prepare for a productive job search. The book also supplies detailed questions on what to expect from prospective employers during the

interview process. This intelligence is of utmost importance when you need to be on top of your game to ultimately get that dream job. I highly recommend this book to all grads and believe that professors, too, should be marketing it to their students when they are about to enter the most crucial time of searching for a job. The advice in this book can really help these job seekers stand out in the eyes of a prospective employer.

I purchased this book as a graduation gift because the title really caught my attention and the fact that the author is a marketing professional that has worked on major accounts AND is a professor in a university made me feel that I have stumbled across the perfect gift. I know that recent college grads have the unfortunate task of overcoming the struggle to find their first job after college in a difficult job market. I think this book will help focus the graduate on what is essential to landing a job--and not repeating the typical advice that is often found in other job search books. I especially liked the chapter with the sample interview questions and answers. Chapter 3 is packed with useful info! That chapter alone was worth purchasing this book.

As a person who straddles both the academic world as a part-time professor and an executive at a small company I strongly endorse the approach taken in this book to managing the post-graduation job search. College students are faced with a workplace that has become increasingly difficult to penetrate. Advances in technology have allowed companies to both become both more productive with existing workers and to outsource jobs to less expensive international markets. When combined with many experienced and trained employees who have been laid off domestically competing for lower-level positions it has become critical that students use effective marketing tools to sell themselves to potential employers. Students are also faced with college placement offices and placement professionals whose budgets have been slashed diminishing their ability to help with career placement and advice. I have interacted with Dr. Chiarouris on both a professional and academic basis and can attest to his uncanny ability to help design and implement effective marketing solutions. The approach taken in this book is similar to one deployed many times for product and service brands. It is a clever marketing strategy and one that if deployed as suggested in the book is sure to help increase a college grads chances of landing an attractive job after graduation.

Wow!!! If you are looking for concise, useful information, this is the book. This is not another run of the mill books but offers clear, pertinent tactics to make a prospective employer want you on their

team. Obviously, Dr Chiagouris is quite informed in today's job market and directs us on how to avoid common errors that frequently get our applications trashed. His section on Resumes is very enlightening, and quite astounding. If you think all the resume software and guides are all you need, then you better re-think it. To me this section was profound and extremely valuable. If not for anything else, this section alone is worth its weight in diamonds. I tip my hat to Dr. Chiagouris for a well thought out book, impeccably and intelligently presented.

Dr. Larry Chiagouris combines his knowledge about marketing with his extensive hiring experience. In a time when jobs feel scarce, everyone should be making sure they have an edge over the competition. I love his advice on developing a brand name and using it consistently throughout the process of networking, resume building, and interviewing. Consistency and clarity in self-branding is such a valuable asset for all job seekers to develop. This book contains thorough advice on generating job leads. This can be an overlooked step when it's so tempting to just check online job postings and call it good. Chiagouris teaches how to cover all the bases, improving the quality and variety of options. Another highlight is the interview prep. He focuses on 40 of the most common questions and explains the reason interviewers ask each question and gives examples of appropriate answers. Recently, a friend was preparing for an interview and I recommended he take a look at Chiagouris' advice. Many of the questions did come up and he would have stumbled on some of them if he hadn't taken the time to process them first. This enlightening section can easily be catered to an individual's personal brand. As many are finding out, degrees don't necessarily translate to a job offer. This book contains tools that can help you bridge this gap.

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