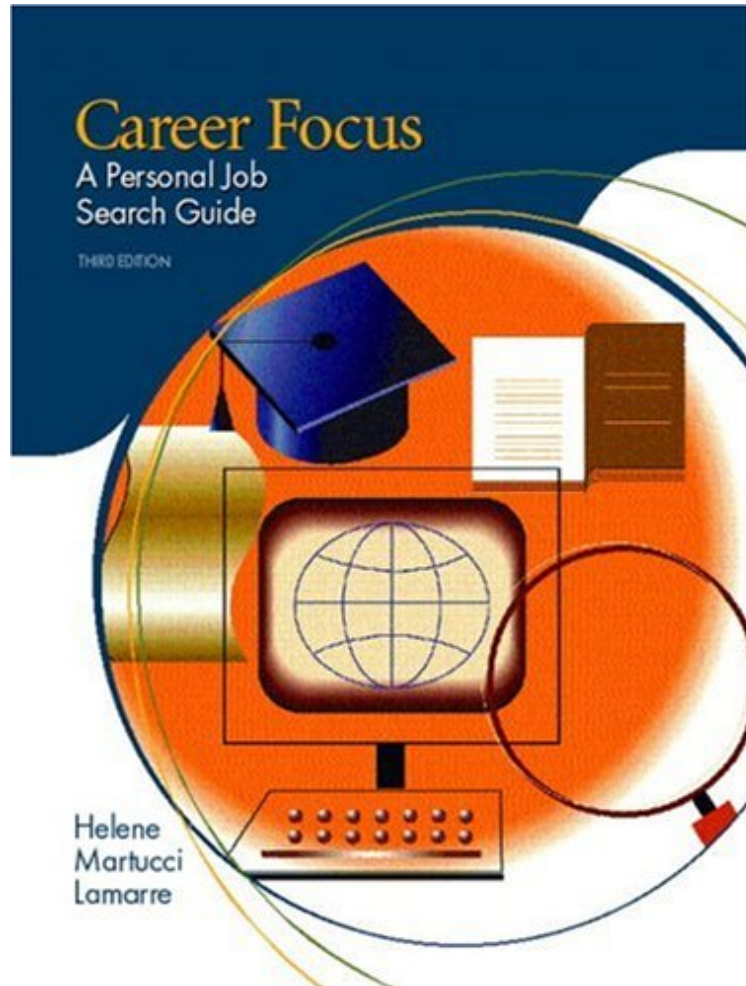


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Career Focus: A Personal Job Search Guide (3rd Edition)

Helene Martucci Lamarre

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Helene Martucci Lamarre : Career Focus: A Personal Job Search Guide (3rd Edition) before purchasing it in order to gage whether or not it would be worth my time, and all praised Career Focus: A Personal Job Search Guide (3rd Edition):

0 of 0 people found the following review helpful. Used this for my college classBy J AkesI purchased this book for a college class because it was much cheaper via than it was purchasing it through my school. Although the class wasn't the most exciting I have used this book since this to design a winning resume for my husband and learned a lot about networking to help find jobs.Although designed for college level class if you are a job seeker I highly recommend this book. It made me take a long hard look at my own qualifications and discover what transferable skills I may have that applied to another field. It walks you through not only the creation of a resume but also how to get a foot in the door to hidden job placements which account for around 85% of the current job offers. It also helped me create a professional power point resume for helping me to get my skills and knowledge in a marketable format for sharing with potential

employers. I highly recommend this textbook not only as a class tool but also as a job searching tool. 0 of 0 people found the following review helpful. Four Stars By DaemonRaineGot for a college class 0 of 0 people found the following review helpful. Five Stars By W.L. Just what I needed and just in time for class.

Through a winning combination of career development theory and individual application, this book will help readers to be able to get their first professional position, begin a new career, change careers, or even re-enter the job market after an absence. Whatever the career circumstances, through self-reflection and personal dedication, users of this comprehensive yet easy-to-follow guide will be on their way to career satisfaction. Content focuses on self-assessment techniques, sound career development theory, and individual application. Includes extensive discussion on areas such as marketing strategies and techniques; Types and styles of resumes including electronic, scannable resumes; Paper-based and electronic professional portfolios; Electronic company research; Types of interviews including stress, group, and telephone; Effectively handling behavioral-based interview questions; Important questions for the interview candidate to ask; Interviewing etiquette; Negotiating salary and benefits; and Career success on the job including tips for new employees. For anyone who wishes to be successful in today's competitive employment market.

From the Back Cover Designed for the busy reader of today, this book has one objective - to help students find a satisfying career. Career Focus begins with chapters on personal assessment and self-marketing, followed by three full chapters on the interview process. It concludes with a section on how to achieve success in the workplace. This edition considers the ever-changing marketplace and examines the increased use of technology in the job search process. Features in this revision include: New, comprehensive chapter on portfolios (Chapter 7) Discussion of employee-desired traits Inviting design and layout About the Author Helen Martucci Lamarre has successfully assisted job seekers for more than 20 years. As a senior professor, she has developed curricula and taught courses in career development and business communications to thousands of students who have attained an average placement rate of 97 percent. She is a distinguished professor, recognized for her creativity and academic contributions. As a successful speaker, she has delivered numerous presentations to educational, civic, and private groups on career development and business communications topics. She also advises and coaches private clients in their personal job searches. As an author, she has completed five books covering personal marketings, job search techniques, and career portfolios published in both the United States and Canada. She is a member of the Association for Business Communication and the Midwest Association of Colleges and Employers. Excerpt. Reprinted by permission. All rights reserved. Welcome to the Third Edition of Career Focus: A Personal Job Search Guide. In this book, you will be introduced to the world of personal assessment, personal marketing, and job search know-how. By using this comprehensive yet easy-to-follow guide, you will gain a better understanding of who you are and the skills you offer employers, how to launch your own personal marketing campaign, and how to develop the all-important tools necessary for a successful job search in this competitive and often complex world. In addition, you will understand what it takes to be successful after you get the job. You will learn about skills and traits that are essential for a successful career path in any company or field of endeavor. Through using this personal marketing and job search guide, you will have a clearer focus on your own abilities, your career desires and your goals for the future. Through a winning combination of career development theory and individual application, you will be able to get your first professional position, begin a new career, change careers, or even re-enter the job market after an absence. Whatever your career circumstances, through self-reflection and personal dedication, you can be on your way to career satisfaction. Who Should Use This Book? Career Focus: A Personal Job Search Guide, 3rd Edition, is a useful source for everyone interested in employment. It is used as a textbook for college and professional career development courses. It is a valuable resource to individuals who are reassessing their careers and the effectiveness of their current job search strategies. It has been a welcome companion to recent college or technical school graduates who need career assistance as they make sense of the job market into which they are about to enter. Anyone who wishes to be successful in today's competitive employment market needs to understand and apply the ideas and techniques found in this guide. How to Use This Book Use it actively. Don't just read the words; think about them. React to ideas, challenge your current ways of thinking, and energize yourself while you spend time with this book. As you think about how to use this guide most effectively for your individual situation, you may want to focus on particular areas such as resume writing or researching companies or particular sections like the one on interviewing. Or, you may want to study the information and suggestions chapter by chapter to provide a comprehensive guide to personal marketing, successful job searching and career planning. No matter what the approach, you'll benefit from the experience. From the chapters on marketing tools to the suggestion on using the Internet in your job search to the information on developing paper-based and electronic professional portfolios, you will find this book a valuable tool that you can use today and for many tomorrows to come. What Does This New Edition Have to Offer? This exciting new edition keeps most of the basic information that has been used so successfully by many job seekers, but it is enhanced with a new approach, new information, and new features. * New approach: A new focus for the third edition is self-marketing. Marketing yourself successfully is the focus all the information found in the first two sections: Introduction and Personal Assessment and Marketing Tools.

Experience has told us that job seekers of today are the most successful when they understand basic marketing concepts and use dynamic marketing strategies and techniques for themselves. A second enhanced focus for this edition is the organization of text, particularly the material on interviewing. For easy access to interview information, interviewing material is divided into three chapters: Before the Interview, During and After the Interview, and After the Offer. Each chapter is a comprehensive guide to the knowledge and techniques needed in each step of the interviewing process. *New and Enhanced Information: Not only has the information in this book been updated with the most timely career advice and strategies, new and expanded topics to this edition include: Marketing strategies and techniques Types and styles of resumes including electronic, scannable resumes Paper-based and electronic professional portfolios Electronic company research Types of interviews including stress, group, and telephone Effectively handling behavioral-based interview questions Important questions for the interview candidate to ask Interviewing etiquette Negotiating salary and benefits Career success on the job including tips for new employees *New Features: Several exciting new features are in this third edition. MY Focus and Finding Your Focus First, because self-marketing is such a central theme in this edition of the book and to a successful job search and career, marketing tips and other helpful information are highlighted with a special feature called "Marketing Yourself Focus," or MY Focus. MY Focus information is found in most chapters and relates to the practical application of the ideas and suggestions in that chapter. In addition to the MY Focus feature, each chapter has unique chapter questions, called Finding Your Focus. These questions encourage the reader to not only recall key concepts from the chapter, but to reflect and apply these ideas on a personal level. Both MY Focus and Finding Your Focus help move the owner of this book from mere reader to active user of these critical concepts and job search strategies. Layout and Design The design of this new edition highlights important information and allows the reader to see key points and ideas in the chapters at a glance. Improved graphics and use of color also enhance the look of this new and improved guide. Companion Web Page A final and very important new feature of this third edition is the Companion Web Page. This interactive tool provides a new online dimension of interactivity and self-exploration. The Companion Web Page features chapter objectives and highlights, test questions, useful Internet links, and special worksheets, further support information for many chapters in the book. Career Focus: A Personal Job Search Guide remains an essential guide for anyone who is currently searching for a job or is about to begin a job search. Its no-nonsense approach and easy-to-read style make it a must for the busy individual who needs sound job search advice in a resource that is quick and easy to use.