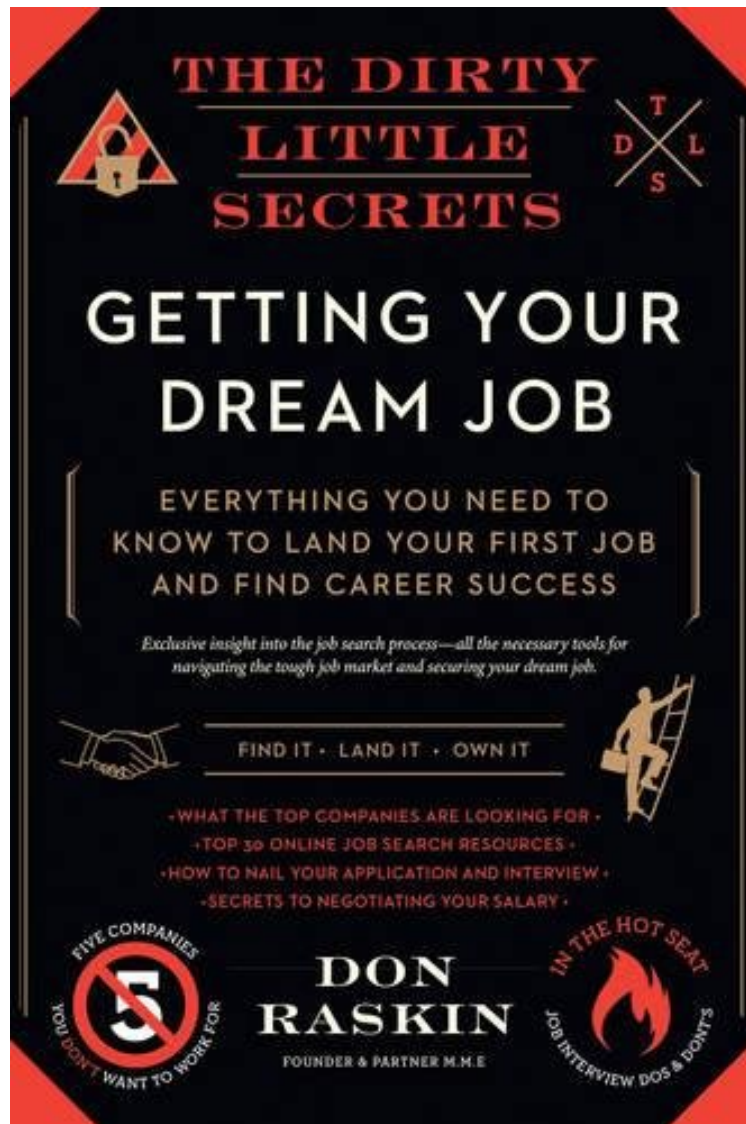


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The Dirty Little Secrets of Getting Your Dream Job

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Drawing on his extensive experience evaluating applicants for his marketing agency, and featuring stories based on real-life situations, sample cover letters, resumes, and straightforward advice, Don Raskin's *The Dirty Little Secrets of Getting Your Dream Job* offers all the necessary tools for navigating the tough job market and securing your dream job. Don Raskin owns and operates MME, an advertising and marketing agency in New York City. During his twenty-five years at the agency he has interviewed hundreds of new college graduates for positions within his agency and has placed a strong emphasis on entry-level recruitment for positions in creative, account management, traffic, and production. Raskin has also mentored countless students and their parents on best practices for the job search. Over the years, Raskin has kept exceptionally detailed notes on the interviews he has conducted, observing the good, the bad, the ridiculous, the irreverent. He also has a treasure trove of over-the-top cover letters, resumes, interviews, and post-interview follow-ups he has conducted and received. Now, he wants to share all the wisdom and insider secrets he has gathered to help students and first-time job seekers find a job in this economy. Based on his remarkable expertise, Raskin's book provides exclusive insight into the job search process and lets readers in on all of the dirty little secrets to landing their first job or a new one and finding career success.

About the Author Don Raskin graduated from Syracuse University with an MBA in marketing and went to work in brand management for Unilever in New York City. Raskin worked on several health and beauty brands for Unilever before moving on to Whitehall Laboratories to work in new products and on the Advil brand. After seven years in marketing on the client side, Raskin went to work at The Howard Marlboro Group, a division of the Saatchi and Saatchi advertising agency. In January of 1990, Raskin and two other executives from The Howard Marlboro Group left to form their own agency MME, an advertising and marketing agency that works with some of the world's most well-known brands. Located on Park Avenue in New York City, MME's client roster includes Maxell Corporation of America, Nathans Famous, Moet Hennessey U.S.A., E.T. Browne Drug Company (Palmer's Cocoa Butter Formula), Denihan Hospitality Group and Victoria Fine Foods, to name a few.