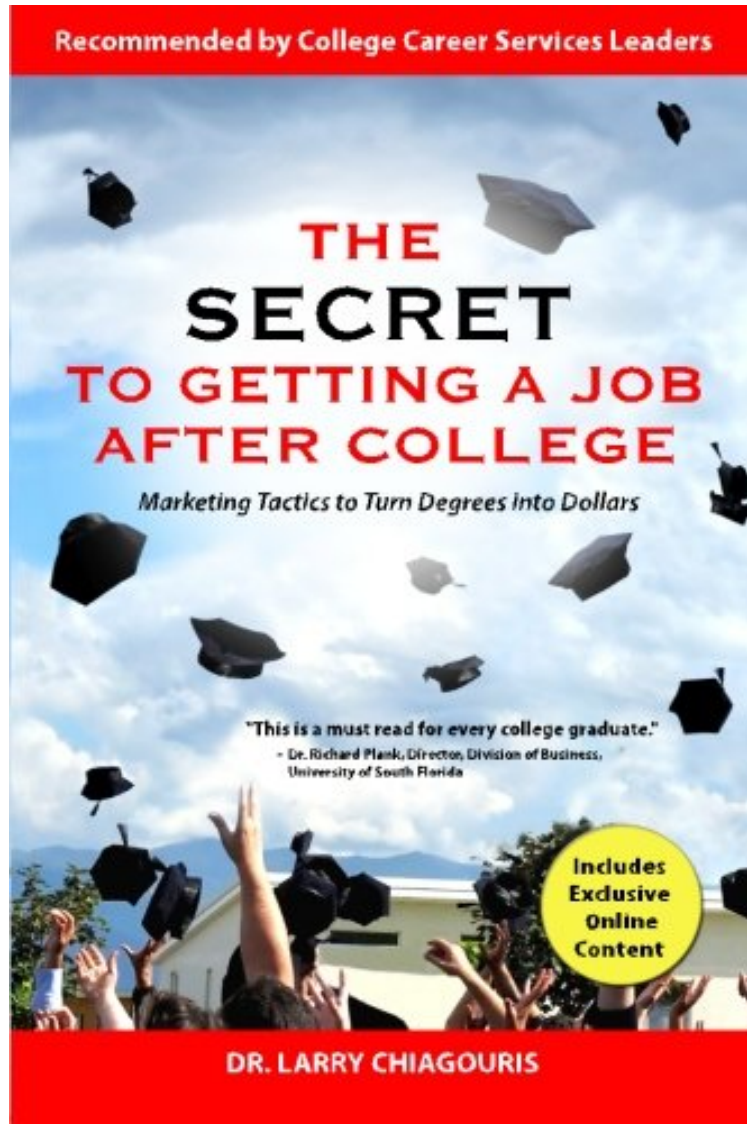


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The Secret to Getting a Job after College: Marketing Tactics to Turn Degrees into Dollars

Dr. Larry Chiagouris

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Dr. Larry Chiagouris : The Secret to Getting a Job after College: Marketing Tactics to Turn Degrees into Dollars before purchasing it in order to gage whether or not it would be worth my time, and all praised The Secret to Getting a Job after College: Marketing Tactics to Turn Degrees into Dollars:

10 of 10 people found the following review helpful. The best graduation present you can give.By ZelemontThis 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! 5 of 5 people found the following review helpful. Amazing Book!!! By Torreon After reading this book and altering my resume and personal branding tactics according to it, I noticed a significant difference in internship offers. Before applying the tactics in this book, I received maybe 2 out of 10 internships I applied to. Afterwards, I am now receiving responses for almost all of the internships I applied to, one of them being a fortune 500 company. (this is the one I have ultimately accepted) I highly recommend this book to anyone who is looking to develop themselves as a professional and in general. 8 of 8 people found the following review helpful. Graduation Gift By Lz F. 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.

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: Gain access to exclusive content to a companion website Includes references to many job search resources Resume examples for a variety of majors Links to useful websites Chapter 1: Finding Your Job: Identifying Your Best Opportunities Summary of easy to find sources of information to focus your job search Destroy the myth of what kind of job a college graduate should seek Where to uncover the jobs most students fail to ever find Create your personal brand Chapter 2: Getting the Interview: Creating Your Marketing Plan Learn to create a cover letter that generates a call from an employer See what makes a great resume that cannot be ignored Find out how to get on top of an employer's lists of candidates How to leverage the Internet faster and more effectively Chapter 3: Acing the Interview: Building a Relationship and Selling Yourself Learn to prepare for any interview situation Find out what market research you need to do before the interview Learn the tricky questions that interviewers toss at you Know which answers work and which answers fail Chapter 4: Getting the Offer: Closing the Sale How to be sure your references will support you when the employer calls Gain the knowledge to get an offer from an employer you will want to accept Obtain tips on how to be well positioned for your next job after you start your first job

"The message I had was more than about the book," Chiagouris says. "Young people or anyone has to know their value and be proud of it. No one else is going to know your value unless you market it. And if you can't sell yourself, what can you sell?" I Want the Secret music video: [youtube.com/watch?v=6-REkEutNkA](https://www.youtube.com/watch?v=6-REkEutNkA)- USA TODAY About the Author Dr. Larry Chiagouris is a full-time faculty member of Pace University and is a marketing expert that has helped hundreds of students obtain their first job right out of school. He received a B.S. in Economics, Magna cum Laude and an A.P.C. in Marketing from New York University. He holds an M.Phil in Business, an M.B.A. in Industrial Psychology, and a Ph.D. in Marketing and Consumer Behavior from the City University of New York. As a professor of marketing he has taught at both the undergraduate, graduate, and doctoral level for more than 20 years. His constant finger on the pulse of what challenges university students and graduates face in the job market along with his 30 plus years working in a variety of industries is what makes Dr. Chiagouris a valuable resource for those that want to land their first job. He knows what hiring managers are looking for in a candidate because he has participated in the hiring of hundreds of entry level employees in addition to senior managers and executives. It is through his experience of working with tech gurus at Bell Labs and Silicon Valley, the Madison Avenue ad men, and the spin-doctor public relations professionals in New York City and California that he learned which candidates succeed in landing a job. He has served as a member of the Board of Directors of the American Marketing Association and as Chairman of the Advertising Research Foundation. He is also a member of the Marketing Executives Networking Group, the American Association of Public Opinion Research, and the National Association of Colleges and Employers. Now on Twitter...please follow me @larrychiagouris