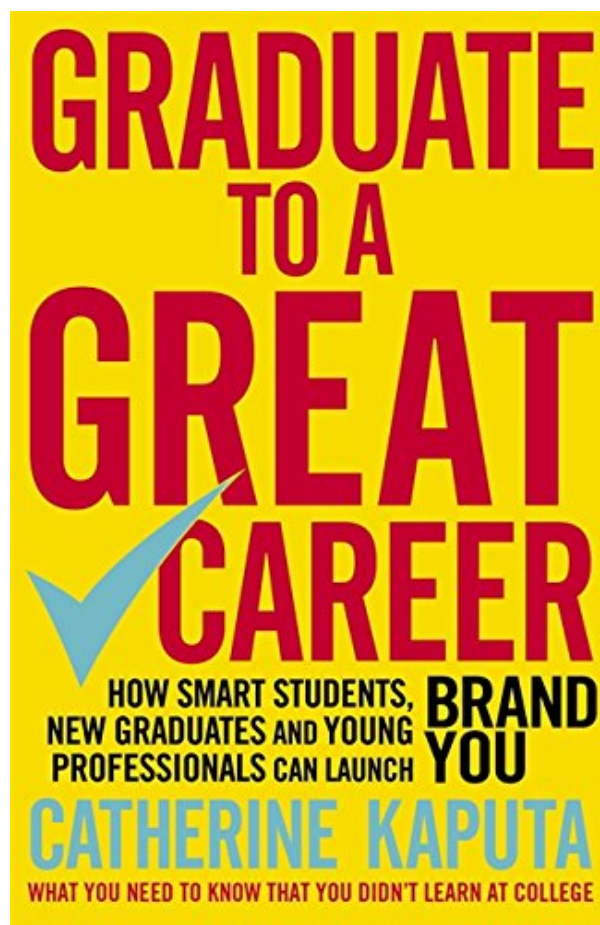
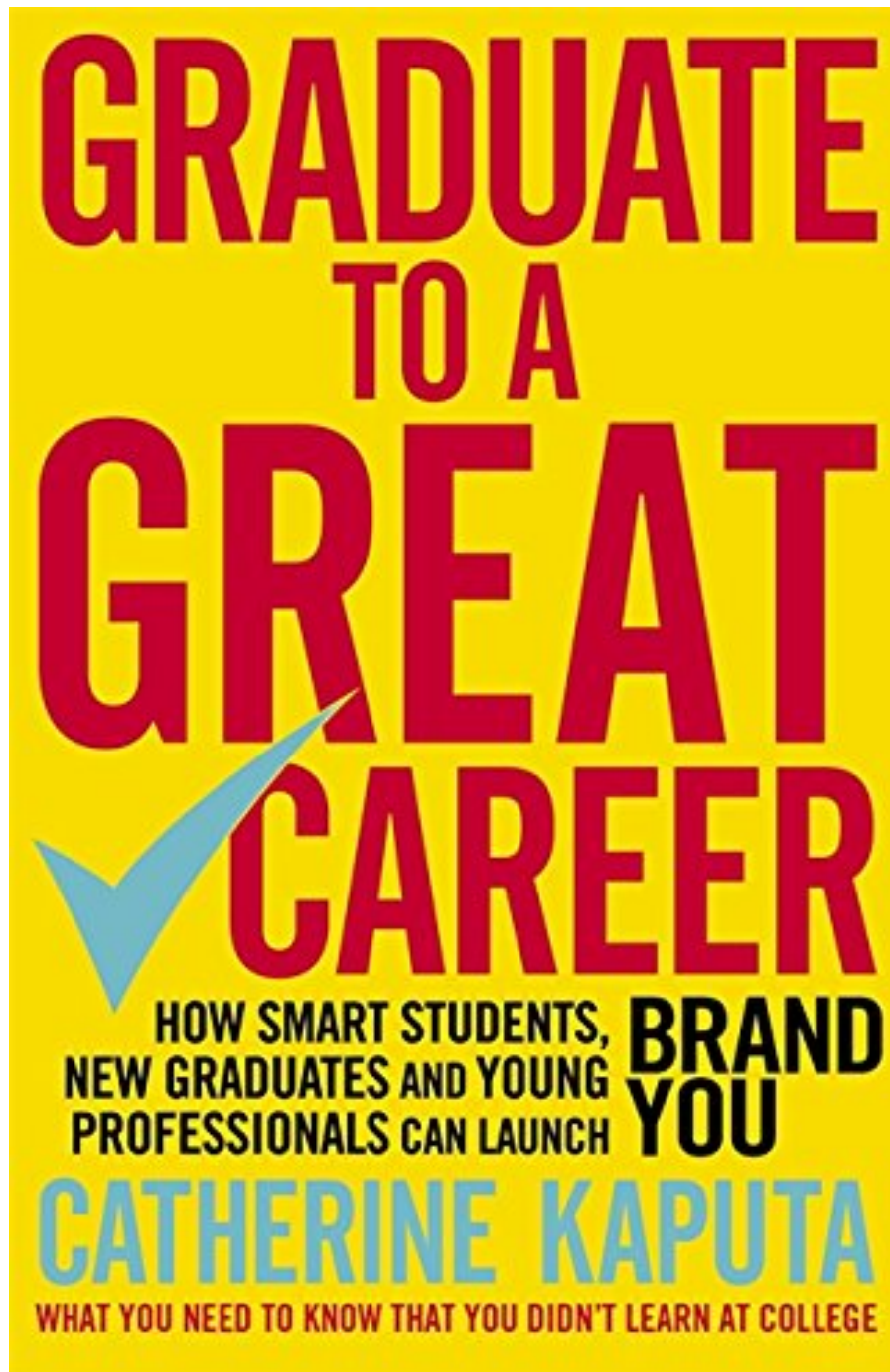


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Review

A must read resource for new grads seeking their first career-launching role. Even better, seasoned professionals will find the content highly beneficial, especially if they are not digital natives. Beverly Tarulli, PhD, Vice President, Human Capital Strategy & Workforce Analytics - PepsiCo

Whether a STEM or Liberal Arts major, today's student must learn how to connect their interests and skills to employment opportunities. Catherine's book outlines both how and why to begin your career search early as a first-year student, and provides step-by-step instructions of how to market oneself in a complex employment marketplace. Its teachings will turn students from passive individuals applying to jobs into active networkers connecting with companies and organizations. Mark Presnell, Ph.D., Executive Director, Career Advancement, Northwestern University

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This is the most important moment in your career. Branding guru Catherine Kaputa will show you how to get it right.

In today's job market, competition is fierce. After college many graduates fall back to earth with a bump and struggle to launch a career in their chosen field. But what if you changed the way you thought about applications? What if, instead of getting bogged down in the search process, you approached your resume like a marketer launching an exciting new brand?

Marketing guru and brand strategist Catherine Kaputa is an expert in personal branding and knows exactly how to make an application sizzle. Drawing on her years of experience, insightful case-studies of recent graduates, and fascinating insider details from companies like Nike, Volvo, and Google, Kaputa will help you to navigate the career landscape as she shares her strategy for standing out from other applicants, in even the most competitive industries.

Graduate to a Great Career will give you the tools you need to survive and show you how to thrive by creating 'Brand You'.

- Sales Rank: #1396748 in Books
- Brand: imusti
- Published on: 2016-03-14
- Released on: 2016-03-14
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .75" w x 6.00" l, .0 pounds
- Binding: Paperback
- 228 pages

Features

- Nicholas Brealey Intl

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Most helpful customer reviews

4 of 4 people found the following review helpful.

A must-read for undergraduates

By Henry Zup

This book is chock full of advice, inspiration, stories and steps to take to get that coveted yet elusive first job. But it and you'll have a great guide to launch your career and teaches you how to develop a personal brand.

0 of 0 people found the following review helpful.

I can't emphasize enough how much I love this book!

By Tina

So much useful information written in an engaging style. It got me unstuck and upbeat about job hunting. I have a game plan now. I might even start to enjoy looking for a job.

0 of 0 people found the following review helpful.

The World is Yours

By ShannonOnTheLakes

I was hoping that this would be a guide that was comprehensive enough for someone who is just starting college. The person who is going to get the most out of this book, is either a parent, or the student who will be graduating within a year, two at the most.

If you think about how quickly technology changes, it makes sense that the needs of the new graduate are going to change just as quickly. If you are a parent, don't think that you can give advice based on your college experience, read this book.

If you are about to graduate, much of the advice and situations described within these pages can you give you a little bit of an edge.

There are many important lessons, one that really sticks out, is that in college you are being trained to take tests and pass them. And while you do need to have those skills, the job market is a whole nother animal.

This book can give you some insights into using your existing social media accounts to your best advantage in terms of a career. With so many people applying for the same job that you are qualified for, it gives you tips on how to stand out, and then snag the coveted position.

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