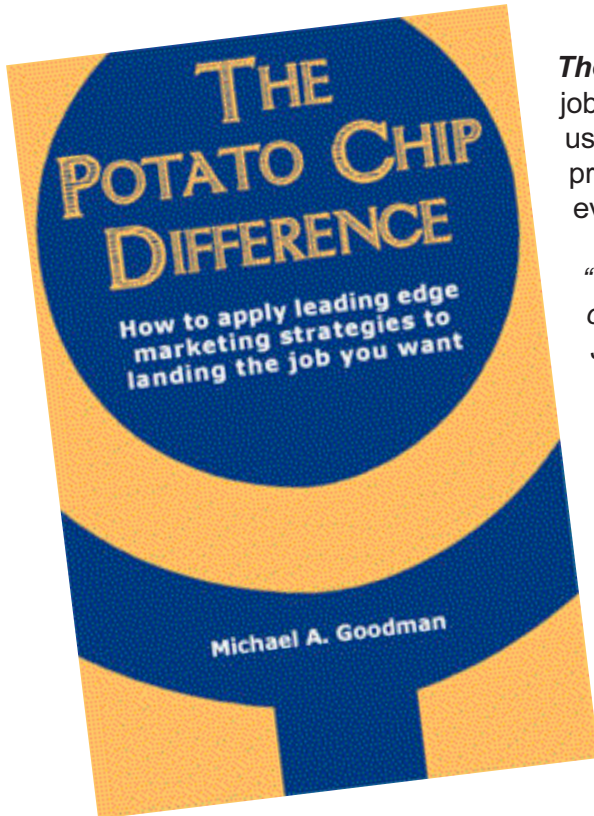


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Michael A. Goodman has more than 30 years' experience in marketing management. Before beginning his consulting career in 1979, he held senior management positions with Procter & Gamble, Frito-Lay and International Playtex. Over the years, he has been involved in recruiting, hiring, training, evaluating, counseling and making career recommendations for hundreds of clients and individuals.

This book contains ...

- A solid **strategic** look at the job search process
- Invaluable perspective on **positioning** the candidate to land the job he or she wants
- Specific tips and how-to suggestions that follow from a well-conceived marketing strategy – on **selecting the next employer, preparing an effective and targeted resume, mastering the interview, handling tough questions, even salary discussions**
- **Real-world examples** from the author's own experience – applicable to marketing products, services and **job-seekers**
- A suggested follow-up **resource list** that can be customized for individual needs and interests – from finding the right career to "land-the-job" interviewing techniques
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