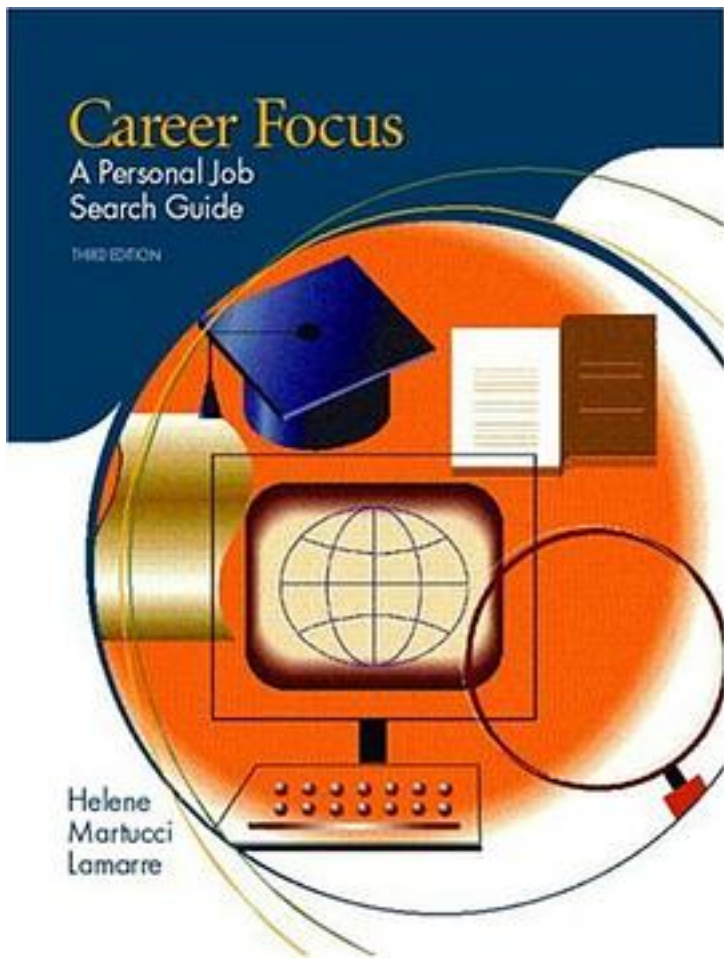


Career Focus



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Appropriate as a guide book for college or professional career development courses, including Career Development. In this Third Edition of Career Focus: A Personal Job Search Guide, students will be introduced to the world of personal assessment,

personal marketing, and job search know-how. A new focus for the third edition is self-marketing. By using this comprehensive yet easy-to-follow guide, students will gain a clearer focus on their own abilities, their career desires, and goals for the future. Readers of this book will learn how to launch their 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, students will understand what it takes to be successful after they get the job.

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