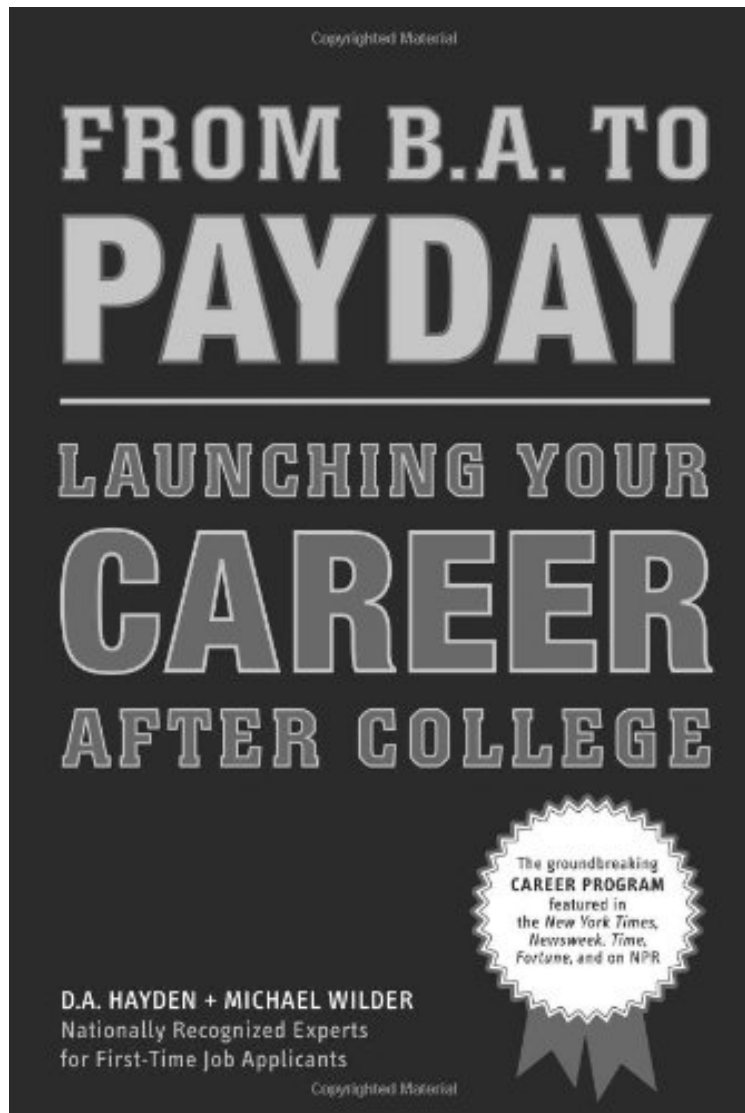


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## From B.A. to Payday: Launching Your Career After College

*D. A. Hayden, Michael Wilder*  
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**D. A. Hayden, Michael Wilder : From B.A. to Payday: Launching Your Career After College** before purchasing it in order to gage whether or not it would be worth my time, and all praised From B.A. to Payday: Launching Your Career After College:

As college graduates soon find out, the real world is tough. Sure, it was hard getting into the right school. But landing a good job is a lot harder. The number of new college grads now outnumbers available entry-level jobs by at least 25

percent. But that figure is sobering as it is deceptive, given that only a fraction of those jobs are career-worthy. So how do you succeed in a marketplace that's stacked against you? According to professional career counselors D. A. Hayden and Michael Wilder, you've got to approach the hunt for employment as if it were a marketing campaign. In other words, you've got to make yourself a brand by creating a clear story for yourself, understanding your target audience, and developing an effective communications plan to deliver your message. You've also got to avoid the pitfalls. Hayden and Wilder identify four personality traits that can doom first-time job seekers to failure. Then, through a trademark method they call Candidate Illumination, the authors prescribe cures for those pathologies and present savvy strategies for every step of the job-search process—from finding your focus, to composing a winning resume, to acing the interview. (Note to parents: This book may be the best gift you could give your graduating son or daughter.)