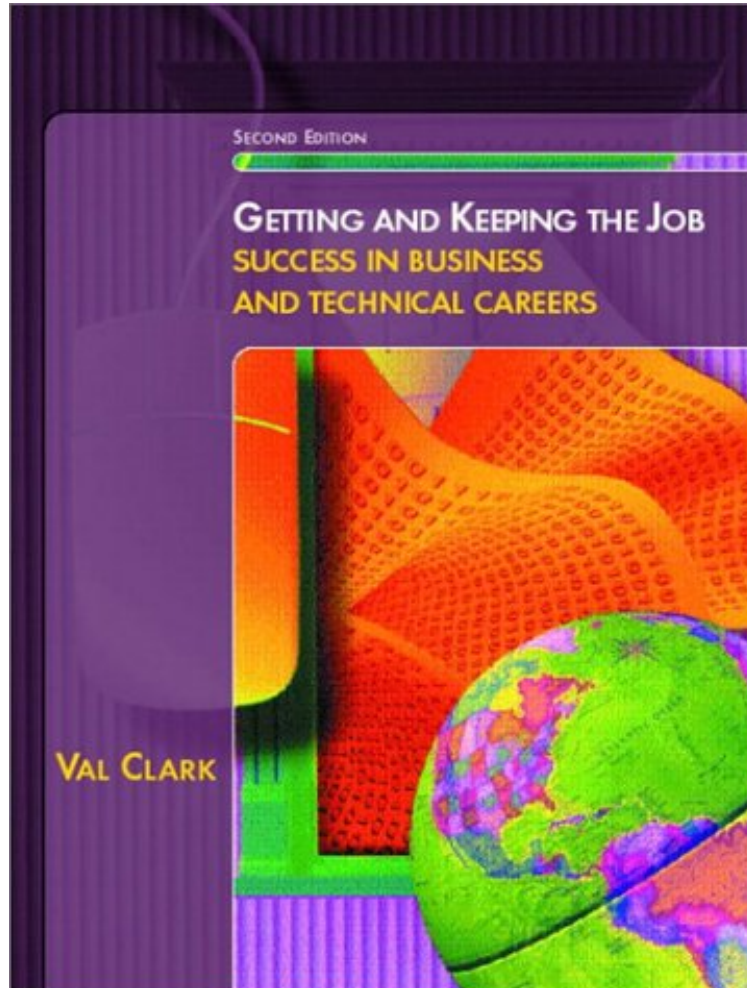


Getting and Keeping the Job: Success in Business and Technical Careers (2nd Edition)

Val Clark

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Val Clark : Getting and Keeping the Job: Success in Business and Technical Careers (2nd Edition) before purchasing it in order to gage whether or not it would be worth my time, and all praised Getting and Keeping the Job: Success in Business and Technical Careers (2nd Edition):

This concise, well-organized book focuses on the self-analysis and communication needs of individuals with a business professional/technical background who are searching for employment, and want to be successful once they have obtained it. Through the many hands-on exercises, the reader is given ample opportunity for self-analysis and pre-interview preparation. It also includes sample resumes, letters, interviewing and workplace communication skills, and

telephone techniques. An essential reference for any job seeker, and an invaluable guide for anyone new to the job or working in teams.

From the Back Cover In this new edition, Val Clark uses research from real companies to identify which skills are essential to the hiring and professional development of prospective job candidates. Arranged in an accessible format, this worktext helps novice job seekers prepare for the interview process and maintain effective communication within their work environment. A wealth of sample resumes, business letters, telephone job interview techniques, and case studies are included. The following features are ideal for those coming from a technical education background: Expanded resume examples with e-mail adaptations New information on researching companies for cover letter and resume preparation Interview questions and answers, a valuable practice tool Concrete examples of effective communication with customers and co-workers Visit our Student Success Supersite at www.prenhall.com/success Features include: Majors Exploration Career Advice Web Links Tips from Successful Students Student Bulletin Boards Faculty Resources Excerpt. Reprinted by permission. All rights reserved. This book details communication skills potential employees can use to be successful during the job search and to be productive once they are employed in business or technical careers. The information below is based on research conducted between July and September, 2000. This was the fourth in a series of surveys previously conducted by the author in 1984, 1993, and 1998. This most recent survey included a section asking employers about computer skills necessary for the workplace. Employers in nine states returned the latest survey. A summary of their 329 responses is listed below and included in later chapters. Which communication skills do employers expect applicants to demonstrate during employment interviews for technical and business positions? * Number of respondents 329 * Ability to describe their background and qualifications 217 * Nonverbal communication (eye contact, handshake, etc.) 182 * Ability to listen attentively 144 * Ability to state personal goals clearly 114 * Ability to express ideas enthusiastically 112 * Other 37 What are the communication skills employees need to utilize after they are hired in order to be successful on the job? * Number of respondents 329 * Communicating with customers effectively 254 * Following directions efficiently 251 * Getting along with other employees 198 * Communicating in a small group productively 171 * Accepting criticism non-defensively 131 * Other 19 These employers were consulted to provide both job applicants and instructors with increased understanding of the communication skills employers believe are necessary for relating to coworkers and customers productively. The ideas and exercises in this book evolved from this research and the author's years of teaching students how to get a job and keep it. This second edition includes methods for research and responding via the computer that are possible with new technology. A brief overview of the text follows. OVERVIEW Chapters in this new edition include the following features: * "World of Work": reports of actual work experiences * "Tools of Communication": practical skill exercises * "Stress Less" exercises * Case studies based on real employment histories * A project relating to specific chapter concepts * Discussion questions to reinforce the chapter's learning objectives The book's chapters can be broken into three groups: Chapters 1, 2, and 3 focus on being prepared for the job search. They will help you analyze your attitudes, skills, communication styles, and work experience. You will learn to prepare and present your resume and portfolio. Techniques for researching companies, writing cover letters, and completing accurate application forms are also discussed in this first section. Chapters 4 and 5 focus on listening proficiencies and understanding various types of employment interviews. Sample interview questions and responses are included. Chapters 6 and 7 focus on communicating effectively with customers and coworkers. In addition, we cover the essential skills of working productively in teams and using problem-solving skills. (Many employers involved in the research and the surveys discussed earlier confirmed the need for employees to be able to work in self-managed work teams and to employ group problem-solving abilities.) A NOTE TO STUDENTS Read the text carefully, complete the exercises thoughtfully, and practice regularly using the skills you learn. This process will help you be better prepared to apply for a job and better equipped to succeed on the job. Complete the "Stress Less" exercises to reduce the frustrations of the job search as well as stress brought about by life, school, and job challenges. A NOTE TO INSTRUCTORS This material includes exercises, evaluation criteria, and feedback forms, along with practical work examples, case studies, and discussion questions. By using the various "Tools of Communication" as in-class or out-of-class assignments, you can enhance the students' skills while reducing your class preparation time. Suggested lesson plans for 12- and 16-week classes are included below. CONSIDERATIONS FOR PREPARING LESSON PLANS Your class content will depend on the following factors: * The number of students enrolled in your course or workshop, * The amount of time allotted for the class (two, three, four, or five hours per week), and * The number of weeks the course or workshop will meet. Consequently, you must consider many variables when planning exercises, conferences, and lectures. Excerpt. 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