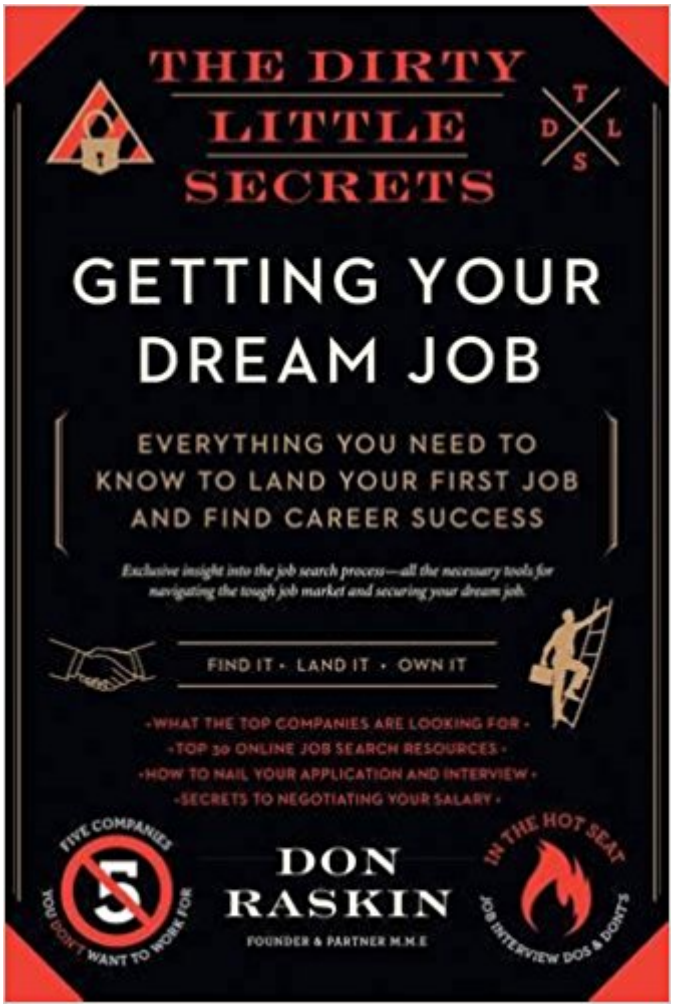
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The Dirty Little Secrets Of Getting Your Dream Job



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Synopsis

Drawing on his extensive experience evaluating applicants for his marketing agency, and featuring stories based on real-life situations, sample cover letters, resumes, and straightforward advice, Don RaskinÃ¢â ¬â„¢s The Dirty Little Secrets of Getting Your Dream Job offers all the necessary tools for navigating the tough job market and securing your dream job.Don Raskin owns and operates MME, an advertising and marketing agency in New York City. During his twenty-five years at the agency he has interviewed hundreds of new college graduates for positions within his agency and has placed a strong emphasis on entry-level recruitment for positions in creative, account management, traffic, and production. Raskin has also mentored countless students and their parents on best practices for the job search. Over the years, Raskin has kept exceptionally detailed notes on the interviews he has conducted, observing the good, the bad, the ridiculous, the irreverent. He also has a treasure trove of over-the-top cover letters, resumes, interviews, and post interview follow-ups he has conducted and received. Now, he wants to share all the wisdom and insider secrets he has gathered to help students and first-time job seekers find a job in this economy. Based on his remarkable expertise, Raskin's book provides exclusive insight into the job search process and lets readers in on all of the dirty little secrets to landing their first jobÃ¢â ¬â •or a new oneÃ¢â ¬â •and finding career success.

Book Information

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Customer Reviews

Don Raskin graduated from Syracuse University with an MBA in marketing and went to work in brand management for Unilever in New York City. Raskin worked on several health and beauty brands for Unilever before moving on to Whitehall Laboratories to work in new products and on the Advil brand. After seven years in marketing on the client side, Raskin went to work at The Howard Marlboro Group, a division of the Saatchi and Saatchi advertising agency. In January of 1990, Raskin and two other executives from The Howard Marlboro Group left to form their own agency MME, an advertising and marketing agency that works with some of the worldÃ¢â ¬â„¢s most well known brands. Located on Park Avenue in New York City, MMEÃ¢â ¬â„¢s client roster includes Maxell Corporation of America, NathanÃ¢â ¬â„¢s Famous, Moet Hennessey U.S.A., E.T. Browne Drug Company (PalmerÃ¢â ¬â„¢s Cocoa Butter Formula), Denihan Hospitality Group and Victoria Fine Foods, to name a few.

Awesome book. Highly informative. Extremely practical. The author has a way with words and kept his sense of humor while teaching you "The Dirty Little Secrets".

Comprehensive. Easy to read.

This is a fantastic book!! Anyone of any age looking for a job needs to read this!!

LOVE IT. buy it.

Read this book, so you don’t end up learning the hard way

This book would make the perfect gift for a college student entering their final year. As a somewhat recent grad, I found the advice helpful, but it is definitely geared towards a college grad looking to land their first "big kid" job. This book is full of tips and great advice and is useful from finding an internship to the first year on the job. I loved it so much after checking it out of my public library, that I ordered 2 copies for both of my little sisters. I wish someone had given me this book when I graduated college, it would have saved me a lot of stress and trouble. I highly recommendÃƒÂ¢Ã â ¬Ã â it.

This book was gifted to me by a friend of mine who knew that I was in the middle of a graduate-level internship search and feeling a bit lost. To be honest, I wasn’t sure that this book would be all that

applicable to me given that I am a graduate student and the target audience for the book is college students and recent grads. I was pleasantly surprised to find that the book contained tons of tips that I could (and have) use in my internship/job search. I know from personal experience that the tips in this book work--I've had interviewers and employers compliment me on the questions I ask, my follow-up notes, and my work behavior, all of which I learned from "The Dirty Little Secrets of Getting Your Dream Job." I always keep the book handy in case I need a last-minute refresher on how to nail an interview, networking event, or performance review. Engagingly written, useful book!

From securing an internship, to landing a first job, the author clearly and simply describes the steps required and the tools needed to set you apart from the rest. Through real life examples, often humorous, he describes what has and has not worked for the hundreds of applicants he has interviewed over the past 25 years.This is a great read for anyone thinking about their job future, whether seeking that ideal summer position in your field, graduating from college, moving jobs, or changing careers. Even if you think you know it all, you will likely find additional advice to give you that extra edge!

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