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Successful Interviews (Business Buddies Series)

Ken Lawson

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Ken Lawson : Successful Interviews (Business Buddies Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Successful Interviews (Business Buddies Series):

0 of 0 people found the following review helpful. Great ChecklistBy JulianaI work with MBA students who are frequently seeking career advancement. While I have a library filled with very detailed books on every aspect of the job hunting process, I found Mr. Lawson's book a valuable resource as it offers detailed and CONCISE checklists for each phase of in the interview process. This isn't the book that will teach one how to answer the most frequently asked interview questions nor will it provide suggestions of how to write a follow-up thank you, but instead it does an excellent job of highlighting the key items one must know as well as pointing out the subtle details are often overlooked or forgotten when under stress.Mr. Lawson is a career management counselor at New York University. It's very obvious from the check lists that the information contained in this book is based upon experience in working with students, instead of a few interviews and a lot of reseach. However, his background also points out some of the book's limitations. While positioned by the publisher as an interview book for all, I would venture a guess that it will be undergrad/grad students and career management advisors who will benefit the most from his book.1 of 1 people found the following review helpful. Obvious information, confusing presentationBy N. GilbertI've been working my way through my local public library's collection of career books. This may be the worst. It's cute, but difficult to navigate. You work hard to figure out what it's trying to say and why, and your reward is something obvious or pointless or a non sequitur. For example: "Check the exact location of the place you have been instructed to attend. You don't want

to be rushing from the lobby to the fifth floor when the elevator is out of service."I found one useful sentence in the book, so I'll quote that here too: if you are giving a presentation using index cards (!), "Put a tag or elastic band through a hole in the corner of the cards so they will stay in order if you do drop them."Other than that, buy any of several different books on this topic.

Barron's new Business Buddies series for career-minded men and women present at-a-glance tips and advice, checklists, and important little secrets for getting ahead in the world of business. Specific topics cover the full spectrum of do's and don'ts, and are presented in user-friendly capsule form with an emphasis on practicality. No lengthy theoretical essays here, these books offer simple presentations of quick-reference facts to help readers set career goals and accomplish business tasks that will validate them as successful professionals. Both beginners and experienced men and women in management, marketing, communications, and virtually all other fields of business will value these books for their easy style and their succinct, results-producing advice. This book advises on how to make advance preparations for a successful job interview, determine what an interviewer is really looking for, anticipate questions, be ready with clear, concise answers, sell your strengths and qualities to a prospective employer, and evaluate your own performance.

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