

<<成功职业生涯的自我营销>>

图书基本信息

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作者：肯·詹逊

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译者：陈颖峥

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前言

This book is the result of my experience teaching career management and business courses to thousands of Chinese university students over the past several years. As a teacher and advisor of many students, I have personally witnessed the challenges and difficulties that most Chinese students face when they make the transition from school to work. I have felt their confusion over choosing the right career, their anxiety in trying to find a job, and their disappointment in not realizing their dreams of a rich and rewarding future. I have also shared the excitement of students who have successfully used the ideas and skills of the marketing approach to get good jobs and begin rewarding careers. As a teacher, I have learned much by listening to the stories of both failure and success that students have shared with me. My classroom approach is more like training than traditional teaching: training means helping students acquire the practical skills and motivation they need to choose their direction, develop themselves and successfully compete in the job market so they can begin satisfying careers; traditional teaching mainly provides abstract knowledge and theories that are often useless when they face social reality after graduation. Chinese students need more training, not more traditional teaching. I have been gratified by numerous students who have applied the practical skills to managing their careers and succeeded in getting good jobs and have started their careers with bright futures. This book is more like training manuals than a traditional textbook. You will not find many theories, complex ideas or big words to learn. There is nothing to memorize and repeat for an examination. Rather, this book guides you through a series of practical exercises (contained in the Career Portfolio Workbook, at the end of this book) designed to develop your practical knowledge and skills, to give you a clear sense of your career direction, and help you to understand your unique value, so that you can compete and shine above the millions of others desperately trying to find jobs and start their careers.

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内容概要

This book is designed especially for anyone who finds themselves in any one or more of the following situations: Are university students and want to get the most suitable job when they graduate; Recent graduates who have been working less than five years; Those who want to use English to enhance their opportunities and add value to their careers; Anyone who wants to improve practical career skills such as interviewing, resume-writing, and job search strategies; Students and recent graduates who find themselves without direction in their future; Anyone who wants to compete more effectively and promote their careers faster.

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作者简介

作者：(美国)肯·詹逊(Ken Johnson) Dr. Ken Johnson is an American who has grown up in Miami, Brazil and Argentina. He received his Bachelor degree from Emory University (Atlanta), and his masters and doctorate degrees from Tulane University (New Orleans). He has traveled to 22 countries and has taught economics, politics, international relations, business and career management. He has also done consulting for Price Waterhouse Coopers and directed job placement program for students in Kentucky and Ohio. He currently lives in Xiamen, China, where he teaches business and career management for the Keuka College China Program at its four partner schools: Jimei University, Tianjin University of Science and Technology, Yunnan University of Economics and Finance, and Wenzhou University. He has given numerous speeches at several Chinese universities about career planning and has also participated in career planning work'shops and seminars.

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章节摘录

插图：It is the same situation with trying to find a job and the dream of a satisfying career. While students, many young people study hard, do well on exams and graduate with good marks. Upon graduation, they dream of becoming managers, CEOs, CFOs, starting their own business or studying abroad. They are hungry for money, for success, or a life that is not only rich, but also rewarding. Yet, 90 of university graduates say they cannot find a suitable job. And 300/00 cannot find any job at all. And most people below the age of 30 engage in "job-hopping" as they search for a better job. Why do they fail in making their dreams come true ?

Because many young people fail to research the job market and understand the needs of companies; still others do not know their own strengths and weaknesses, likes and dislikes, so they choose jobs that are not suitable for their skills and character. And there are many more who simply do not know how to compete. As a result, many young people fail to realize their dreams of a successful and rewarding career because they do not know how to market themselves. Without a plan, one's goals will remain empty dreams. As introduced in the Chapter 1, your career is like a business; in fact it is your first and most important life-long business. Just as every business needs a marketing plan to be successful, so too does your career need a marketing plan in order to be successful. This chapter will introduce some basic marketing concepts and explain how these concepts can be applied to your career. If you make a marketing plan, then your ability to compete for a job will improve considerably and your dreams of a successful and happy career will have the chance to come true.

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编辑推荐

《成功职业生涯的自我营销(英文版)》：This book is more like a training manual than a traditional textbook. You will not find many theories, complex ideas or big words to learn. There is nothing to memorize and repeat for an examination. Rather, this book guides you through a series of practical exercises (contained in the Career Portfolio Workbook, at the end of this book) designed to develop your practical knowledge and skills, to give you a clear sense of your career direction, and help you understand your unique value, so that you can compete and shine above the millions of others desperately trying to find jobs and start their careers.

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