

**BY THE BOOK** Book Review by Megan Jones

**"The Complete Job Search Book for College Students"**  
 Richard Walsh, Adams Media, Paperback, 244 pages  
 List price: \$14.95

With an estimated ~~1.5~~ million new college graduates about to hit the job market, you might be asking yourself, "What can I do to stand out among the pack?"

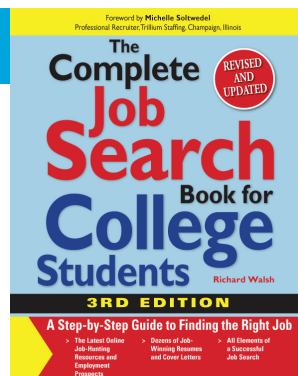
"The Complete Job Search Book for College Students, 3rd Edition" is a useful book for college students looking for a job. Whether you are an incoming freshman or just about to graduate, this book is designed to help you land a job in this tough economy.

The book begins with a schedule of what you should be doing in each of the four years you are in college. Walsh, a publishing professional, divides the book into four parts: Gearing Up for the Hunt, Tools of the Trade, Resumes and Cover Letters, Making the Right Impression, and Landing the Job.

In Gearing Up for the Hunt, Walsh gives advice before you start the job search. He says you should start your search by asking people you know if they have connections to people who work in your field.

Tools of the Trade is another helpful section where Walsh gives a fill-in-the-blank resume. It is quick and easy – perfect for college students with hectic and busy schedules. This section also contains sample cover letters and resumes for most fields of study. Walsh cautions that it is important to proofread your cover letters and resume, and not rely on spell-check.

Making the Right Impression gives a sampling of possible questions an employer might ask, for instance: Were you ever fired from a summer or part-time job? Or, how



would you like other people to think of you?

Landing the Job points out things to consider, such as how to negotiate salary and benefits – important stuff to ensure you get all you deserve.

The book ends with resources for online job hunting and detailed descriptions of various types of jobs – great for anyone undecided about what career to pursue.

For additional job search tips, a good place to visit is your school's career services. They can help you create a career path and connect you with alumni and other career professionals.

**Recommended Career Books**

Compiled by Megan Jones

**How to Pay for College With Money Left to Retire**  
 Scott L. Kramer, Tate Publishing & Enterprises

**Getting From College to Career: 90 Things to Do Before You Join the Real World**  
 Lindsey Pollak, HarperCollins

**10 Things Employers Want You to Learn in College: The Know-How You Need to Succeed**  
 William D. Copley, Ten Speed Press

**How to Get Any Job, 2nd Edition: Career Launch and Re-launch for Everyone Under 30 (or How to Avoid Living in Your Parents' Basement)**  
 Donald Asher, Ten Speed Press

*You can find all of these books at your local Barnes and Noble, or on [www.amazon.com](http://www.amazon.com)*

**Q&A with Andrea J. Koncz**

Employment Information Manager, National Association of Colleges and Employees. She analyzes and reports on employment and job market trends for new college graduate and also reports on employers' hiring projections through NACE's annual Job Outlook report.

**What are the prospects for jobs for the class of 2010?** For 2010 graduates, employers are hiring 7 percent fewer graduates for the year. The market is still down but its not as bad as it has been. The prior survey had a decrease of about 22 percent.

**Where have you seen areas of job growth?** Typically, we see (growth in) engineering, accounting, some of the business fields, some of the technical fields, also computer science. I would say those are definitely in demand, probably also health care. We don't get a lot of data on them (healthcare) but we know that it is a growing field.

**What are the skills employers seek in college students?** The most important skills for new college graduates to possess are communication skills. They want new graduates can communicate effectively both verbally and in writing.

**Can these skills make up for a poor GPA?** While employers value good communication skills, a good GPA is extremely important. Nearly three-quarters of employers responding to our Job Outlook Survey, say that they will first screen candidates by GPA. So, without a good GPA (most employers use a cutoff of 3.0), college graduates may not get the chance to prove their communication skills.

**In our current job market college students keep being told that they are going to go up against not just their peers but people their parents age, what advice would you give them to stand out?** I know that employers look for related work experience. If an internship is possible that would really set them apart from other graduates.

**Should college students do an internship every summer?** It really depends on the person but it doesn't hurt to have that related work experience. There is also a chance when you intern with a company they will offer you a full-time position when you graduate.