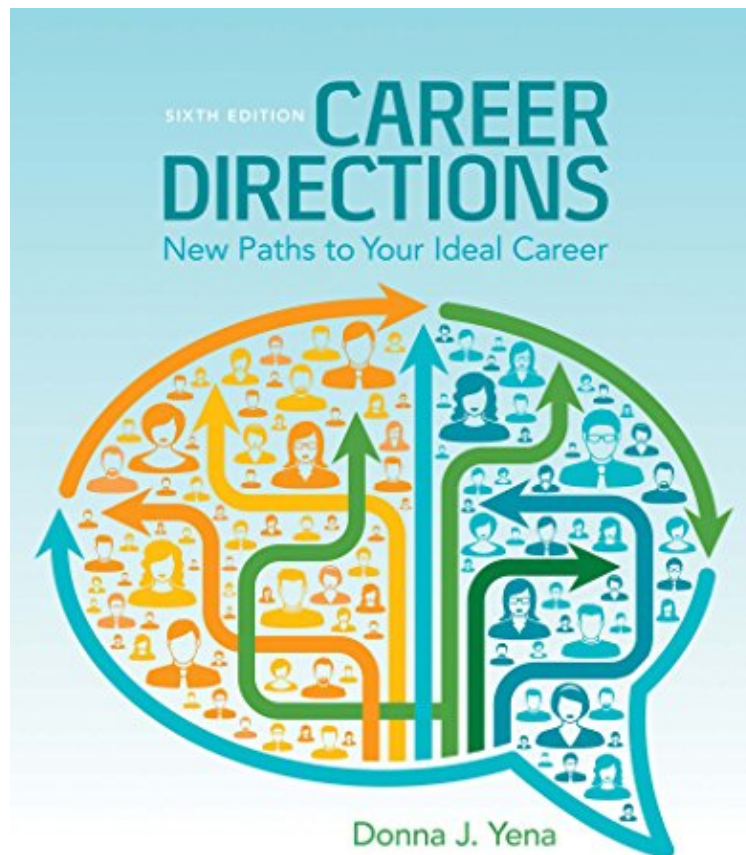


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Career Directions will prepare you to enter and succeed in today's workplace. Designed to help you create your distinct personal brand and effectively tell YOUR STORY to prospective employers, distinguish yourself in today's highly competitive employment market in ways that lead you to successful interviews to land and maintain your ideal career. This sixth edition of Career Directions focuses on new paths to your ideal career that include: Social media profiles Online career portfolios Multiple resume versions Maximizing the use of keywords With over thirty years of experience in career development and human resources, author Donna Yena brings a practitioner's perspective to Career Directions. Her experience as Vice President of Career Development and Alumni Relations at Johnson Wales University, along with her background as a manager, instructor, and curriculum designer, contribute to the advice and techniques found in Career Directions: New Paths to Your Ideal Career and the Career Handbook. More than just a text on job searches and career planning, Career Directions and the Career Handbook are your complete career management reference tools for preparing you to find your first position after graduation or guide you through a career transition. You will find yourself referring back to them at different points in your career to explore new opportunities or affirm the course you are on.

About the Author With over 25 years of experience in career development and human resources, Donna Yena brings a practitioner's perspective to her book. Her track record speaks for itself - a 25 year consecutive record of 98% employment of Johnson Wales University graduates within 60 days of graduation. Vice President of Career Development and Alumni Relations at Johnson Wales University, her entire professional career - as a manager, an instructor, and a curriculum designer - contribute to the advice and techniques found in CAREER DIRECTIONS. Yena's personal and effective style has been developed through her years as a nationally recognized speaker on career development and job placement. She has led seminars for school professionals and their students both across the country and abroad and has published numerous articles on a range of career management topics. Yena's experience, refined with input from employers about new career management strategies required to respond to the evolving employment market, makes CAREER DIRECTIONS the most practical and up-to-date career development text available.