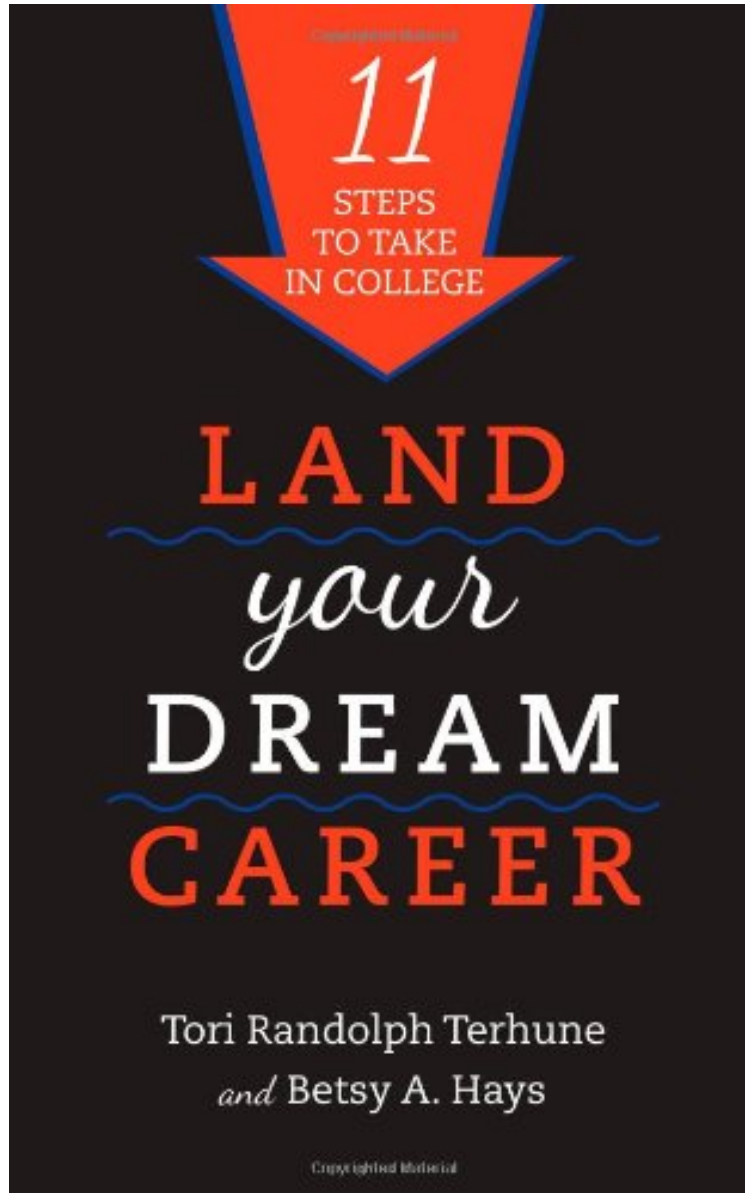


[Online library] Land Your Dream Career: Eleven Steps to Take in College

Land Your Dream Career: Eleven Steps to Take in College

Tori Randolph Terhune, Betsy A. Hays
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Tori Randolph Terhune, Betsy A. Hays : Land Your Dream Career: Eleven Steps to Take in College before purchasing it in order to gage whether or not it would be worth my time, and all praised Land Your Dream Career: Eleven Steps to Take in College:

0 of 0 people found the following review helpful. A must-read for college students looking for real advice.By Scott

BogleAs someone who's spent over a decade in the entertainment industry, I've interviewed, worked with and learned from people from all kinds of career paths - from high school dropout CEOs to Ivy League MBAs hoping for an entry-level internship. This vast array of experiences has taught me that the bridge from college to career is not an automatic one. It's a complicated journey where preparation, connections, and tools are all important. This book lays this out in a way that any recent graduate will find as refreshingly honest as it is supportive. I'll be honest - I don't normally read (or like) "self help" books. I don't need to spend money to hear how my life will be better if I just have a positive attitude. This is NOT that kind of book. Through personal stories, thought-provoking antidotes, and relevant advice, Betsy Hays and Tori Terhune provide tools that college students can ACTUALLY USE after college. You get the sense from reading it that they genuinely want the reader to succeed, and it's impossible not to get caught up in their enthusiasm for turning your dream job into a life-long career. I recommend this book to anyone looking to take the first steps in their career journey. 0 of 0 people found the following review helpful. An Excellent, Informative Read for Students By Honors Student Professor Betsy Hays and Tori Randolph Terhune have collaborated to create a must-read for students of all majors! I purchased this book after attending one of Professor Hays' presentations on building your brand. Prior to the presentation, I hadn't put much thought into the social media aspect of building a professional brand but as a result of the talk and subsequent reading of the book, I have begun an all-out effort to improve my brand through my digital presence. Land Your Dream Career: Eleven Steps to Take in College lays out in a sequential, easy to follow and stimulating fashion, the ways that students can begin separating themselves from others in their majors and intended careers. While I really wish that I would've read the book as a freshman, as an upper-division student who is preparing for the rigors of professional school and the grand challenge of the application process, I learned so much that is directly applicable to, and will hopefully set me apart from my peers in, the application cycle. Hays and Terhune really did a great job showing students the importance of taking steps now to secure the career of their dreams. I highly recommend this book to any and all students looking to be successful in college and beyond! 0 of 0 people found the following review helpful. Wonderful book full of good information By Donna I purchased this book for my son while he was in college. He used the book as a guide and was able to land his dream job in management within a few days of graduation. I read the book and found it interesting and full of good information for students looking for their future!

Contrary to what students, and society, are conditioned to think, obtaining a college degree does not automatically result in a job, let alone a dream career. In the last year, alone, half of college graduates are either jobless or underemployed in positions that don't fully use their skills and knowledge. Authors Tori Randolph Terhune, a gainfully-employed young college graduate herself, and Betsy A. Hays, a college professor, show readers what they can do in college to successfully pave the way for future employment in Land Your Dream Career. The authors provide eleven easy-to-follow strategies for effectively using time on campus to start building a career. Terhune and Hays leads students through content designed to help students set themselves up for success, without focusing on grades or papers. The 11 steps include tips about how students can become experts in their fields, build their brand, get involved in and outside the classroom, allow for wiggle room, network, follow the 75/25 rule (75% thinking, 25% doing) and use new media, such as social networking and blogging, to launch their career. Any student looking for that connection from college to getting to their dream career needs to read Land Your Dream Career. Terhune and Hays make it known that landing a good job is not impossible!

From Booklist Smart authors (and publishers) are recognizing the upside of a not-so-robust economy and the need of young job-seekers to get hired quickly (and, yes, to begin paying off college debt). So why not start the process in college, if not before? California State University at Fresno graduate Terhune and Hayes, her professor, team up to produce a unique take on what freshmen-to-seniors can do now, even before matriculating. Their 11 steps, from start now to put it all together, reflect a commonsense approach as well as a passion for business. Armed with tips, end-of-chapter summary cheat sheets, and success stories to inspire, readers will be truly prepared with the essentials, such as personal branding (which, in three to four words, will project you honestly and with integrity and credibility), or innovate to stand out, whether that involves starting a business, traveling, or finding new ways of doing things. Practical and achievable advice. --Barbara Jacobs Coauthored by a former student and her professor, this book provides useful career strategies and advice to current college students. Terhune and Hays have created a very readable work providing straightforward advice; useful anecdotes modeling successful behaviors; helpful tips throughout each section; and a cheat sheet to summarize key points. They discuss the importance of students' cultivating behaviors such as strong communication skills, politeness, honesty, time management, prioritization, integrity, professionalism, goal setting, clarity, and organizational skills. Separate chapters are devoted to networking and using social media. Stories of individuals throughout the chapters illustrate the behaviors and skills discussed. From succeeding in the classroom and obtaining valuable internships to eventually landing a job and developing a career, Terhune and Hays provide excellent, easily digestible advice for the many stages a college undergraduate will go through. Summing Up: Recommended. All levels of undergraduate students as well as general readers. (CHOICE) Smart authors (and publishers) are recognizing the upside of a not-so-robust economy and the need of young job-seekers to get hired

quickly (and, yes, to begin paying off college debt). So why not start the process in college, if not before? California State University at Fresno graduate Terhune and Hayes, her professor, team up to produce a unique take on what freshmen-to-seniors can do now, even before matriculating. Their 11 steps, from start now to put it all together, reflect a commonsense approach as well as a passion for business. Armed with tips, end-of-chapter summary cheat sheets, and success stories to inspire, readers will be truly prepared with the essentials, such as personal branding (which, in three to four words, will project you honestly and with integrity and credibility), or innovate to stand out, whether that involves starting a business, traveling, or finding new ways of doing things. Practical and achievable advice.

(Booklist)From the cover blurb and the introduction, this book's message is clear: a college degree does not guarantee a job after graduation. What makes this title stand apart from others on the same topic is Terhune, a recent college graduate, who writes from her experience and whose budding career underscores the usefulness of her advice. Hayes (public relations, California State Univ., Fresno), a student mentor with years of experience, adds a professional viewpoint. Although the book includes basic advice on selecting an institution, program, and major as well as references to coursework and professors, most of the content revolves around activity a student engages in outside of the classroom (personal branding, networking, mastering the elevator pitch). The chapter on career-conscious (and reputation-conscious) use of social media should be required reading for every college student. VERDICT The authors present valuable insight and practical advice in an easy-to-follow format. This title will appeal to the go-getter heading off to college as well as those closer to graduation. (Library Journal)Every college undergraduate needs this book!

There is a widespread notion among college students that if you just take the right classes, in the right order, somehow at the end of your college experience you will magically land a job. Not true! Preparing for a career requires an extensive, thoughtful plan. Tori Randolph Terhune and Betsy Hays have laid out a superb guide that any student can use to chart a course to personal and professional success. I will recommend this book to all my students with just six words: Get it, study it, live it. (Doug Swanson, California State University, Fullerton)When you are in college there are so many opportunities in and outside the classroom to set yourself up for success. This book is the blueprint!

(Timothy M. Stearns, Coleman Foundation Chair in Entrepreneurship, Executive Director, Lyles Center for Innovation and Entrepreneurship)Land Your Dream Career is the MUST have book for every college student who wishes to launch and establish a strong personal brand and career path. Tori Randolph Terhune and Betsy A. Hays have hit the nail on the head and provide an easy to read, well-guided book that will propel the next generation of future graduates forward in an organized, inspired manner. (Donna Wertalik, Career Faculty Advisor, Pamplin College of Business, Marketing Department, Virginia Tech)About the AuthorTori Randolph Terhune is a 2009 graduate of California State University, Fresno, with a B.A. in mass communication and journalism. By the time she walked across the stage to get her diploma, she had three years of experience in her field and an entry-level job in her desired industry. She was recognized as the Outstanding Public Relations Student by her department and as Rookie of the Year by the Public Relations Society of America's Central California Chapter. Betsy A. Hays is professor of public relations in the Department of Mass Communication and Journalism at California State University, Fresno, where she also runs the internship and scholarship programs for the department.