

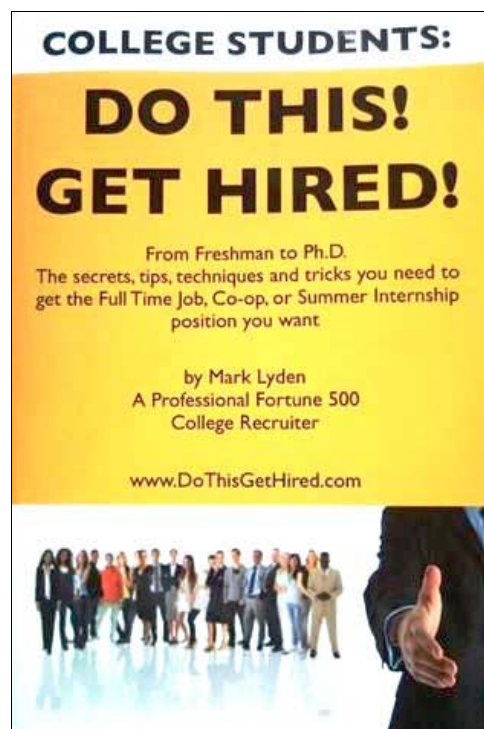
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New Book "College Students: DO THIS! GET HIRED!" Helps College Students Get A Job In This Difficult Job Market

The book, "College Students: DO THIS! GET HIRED!" by author and current Fortune 500 Lead College Recruiter Mark Lyden, provides advice proven to help students get hired even in this economy. With over 10 years of college recruiting experience, Lyden simply tells students what works! [E-mail](#) | [Print](#) | [PDF](#)

(MMD Newswire) May 26, 2009 - For college students, getting a full time job, summer internship or co-op in this economy is very challenging and some would say next to impossible. Many students complain that they are trying everything to get companies interested and still they are having little to no success.

According to author Mark Lyden, there are ways college students can get noticed even in this very difficult job market. After more than 10 years of leading college recruiting teams across the nation, Lyden is an expert in what works and what doesn't for college students trying to find a job. He understands that college students don't want all the information out there, just what works best!



As explained in "College Students: DO THIS! GET HIRED!", students can gain a significant competitive advantage by understanding what college recruiters and hiring managers really look for and why they look for it. This is the key to getting hired in this market. Instead of the same old advice, students need a fresh, realistic look at how to put their best foot forward when trying to get hired. They need practical, easy to remember, effective, and proven methods to navigate through areas such as Resume Writing, Career Fairs, Interviews, Applying Online, How to Negotiate Salary, Working with their Career Center, and more. They need advice that gives them results and has the best chance at getting them hired!

"I'm not going to waste the reader's time," Lyden says. "Unlike other books and websites giving students 101 things to try and dozens of different approaches, from my experiences I give them what has proven to work most often in each area of their job search. Many of the most effective techniques I have developed myself over the years and have seen them get college students hired." Embedded throughout the book are real life stories with actual college students, to help illustrate specific points. In addition, the website www.DoThisGetHired.com was set up to give additional help and advice as well as detailed information about the book and its author.

"College Students: DO THIS! GET HIRED!" is available for sale online at www.DoThisGetHired.com, Amazon.com, and through additional wholesale and retail channels worldwide. For more information, to request a free review copy, or to schedule an interview, members of the press can contact the author at mark@DoThisGetHired.com

About the Author

For over a decade, Mark Lyden has been recruiting college candidates from college and university campuses around the country. Mark has recruited for technical and non-technical majors at all levels from Freshman through Ph.D. and has recruited for both Secret and Top Secret programs. He has screened, taught, mentored and interviewed thousands of college candidates and has presented job search seminars to approximately 10,000 students on university campuses. In his career he managed one of the top Co-op / Intern programs in the country. This extensive experience gives him the unique insight and expertise to teach college students the best ways, the proven ways, to approach every major step of their job search process so they can have the best chance at being hired even in this challenging job market. Mark has a BS, MS, and one year of Ph.D. study in the areas of Business, Human Factors Engineering & Education, and Psychology.

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College Students: DO THIS! GET HIRED!

The ONE BOOK every College Student, at every level NEEDS to have the EDGE in this DIFFICULT job market!

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It's a tough market out there. You want to get hired but you can't get noticed. You feel you have tried everything and still no results. Plus the few jobs that are available, there is so much competition how can you ever get hired?

Wouldn't it be great if you could get all the college recruiting secrets, that actually WORK, directly from a Lead Fortune 500 College Recruiter that understands today's market?

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- > College Resumes

Who will this book help?

- ▶ Anyone looking for a **full time job, summer internship, or co-op**; all majors, from Freshman to Ph.D.
- ▶ Those who have already graduated college or have been out of college for a few years
- ▶ Those about to go to college
- ▶ Career Center Professionals looking for a way to give their students a competitive edge and get more of them hired

Why will this book help?

- ▶ It reveals exactly what job seekers need to do in every major step of their job search process, from someone that currently recruits students for a living, has recruited students for small, medium, and large companies, and has been a Lead College Recruiter for a Fortune 500 company for over 10 years now. The book doesn't tell you 101 different things to try, just what has been proven to work best in a way that is easy to understand, learn, and implement.

What qualifies the author to give you advice and represent himself as a subject matter expert when it comes to helping get people hired?

- ▶ [Here are 16 reasons](#)

COLLEGE STUDENTS

DO THIS! GET HIRED!

From Freshman to Ph.D. The secret tips, techniques and get the Full-Time Job, Co-op, or Internship position you've always wanted.

By Mark Lepore
A Professional Fortune 500 College Recruiter

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- 3 University of South Carolina
- 4 Embry-Riddle Aeronautical University

see below what they have to say about the book.

As a Director of Career Center at a major university, I believe in the importance of having a great process in place to help our graduates to effectively find jobs, particularly if they are on-campus recruiting. This book provides a great opportunity for successful recruiters to see how hiring actually works and how a candidate can maximize their chances within the process.

Melanie Parker
Executive Director
MIT Careers Office

"Overall, your book gives great advice in an honest and straightforward writing style makes it a must-read which should be required reading for all college students."