

Guide outlines employment necessities for recent college graduates

Douglas A. Danne walks readers through every step of the job attainment process in “Employment Essentials: College Edition”

January 18, 2012. Novi, Michigan – The most daunting task for a recent college graduate is to find a job in his or her field of interest. Business professional Douglas A. Danne wrote “Employment Essentials: College Edition” (ISBN 1463519621) to help job hunters transition from generic resume posters to professional job enthusiasts that land their desired position.

Using a practical and personal approach, Danne mentors college graduates throughout their first job search, empowering them to develop a competitive edge over their peers. He explains in detail the entire process and lays out a roadmap for readers to follow. Danne believes that the first critical step is to define the most important product individuals will ever promote: themselves as unique, well-qualified potential employees.

Danne encourages readers to open their minds to new ideas and to spend a significant amount of time defining their capabilities and personal needs, then prioritizing them to determine their personal job pathway. By adhering to the suggested steps found in his roadmap, readers will be on their way to surpassing their peers in the competitive job market and landing the job they desire.

“My goal is to help job applicants become educated and empowered to develop them into a marketable and desirable product,” Danne says. “This book shows them how to create a self-owned marketing package for job attainment.”

Danne uses his personal and business experiences to help readers get ahead in the job search. He believes that his advice, tips and personal approach will empower readers to go out and earn the job they deserve.

“Employment Essentials: College Edition” is available for sale online at Amazon.com and other channels.

About the Author:

University of Northern Iowa graduate, Douglas A. Danne, was offered a spot in the California College of Podiatric Medicine, but elected for a career in business instead. He began his career in sales, and for the past 15 years, he has held several senior executive positions, where he earned all of his diverse business knowledge. After spending many years working and leading others within the pharmaceutical, in-vitro diagnostic, drug discovery and industrial rapid testing markets globally, he currently serves as the founder and CEO of D.A. Danne & Associates, LLC.

MEDIA CONTACT:

Douglas A. Danne

Email: publications@danneassociates.com

Website: <http://danneassociates.com>

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