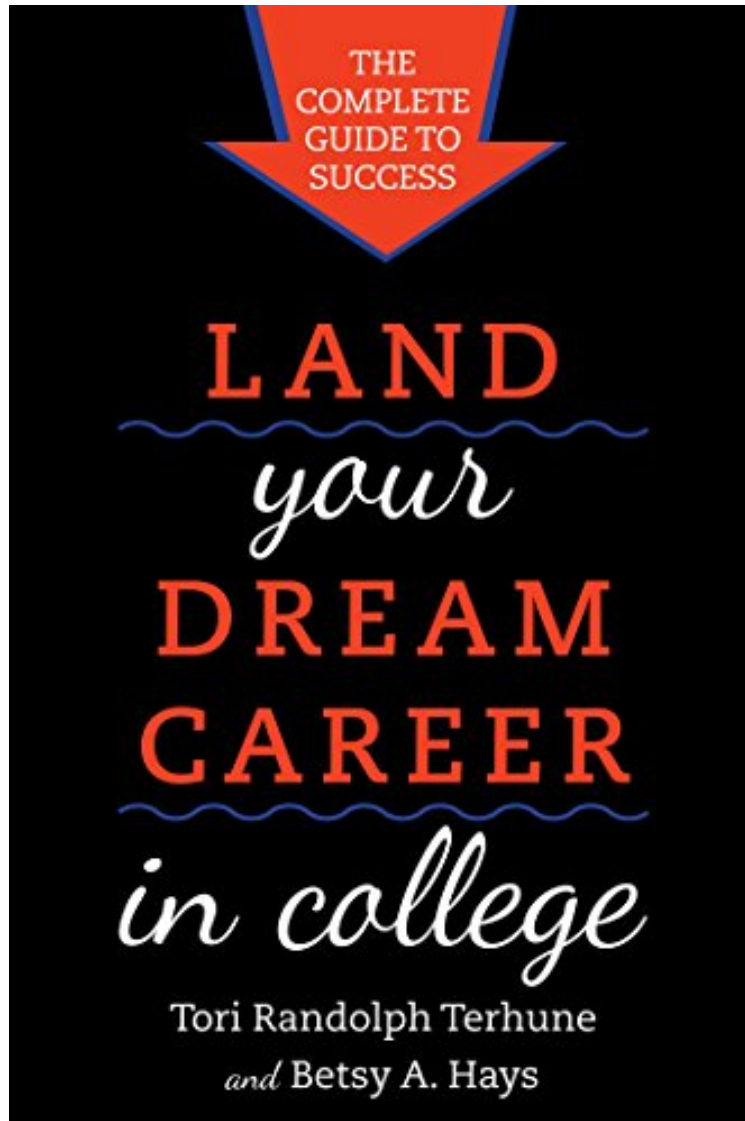


# Land Your Dream Career in College: The Complete Guide to Success

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

0 of 0 people found the following review helpful. Five StarsBy CustomerEXCELLENT BOOK! - should be required reading for every college freshman.

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 eleven 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!

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)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)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 a 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, APR, Fellow PRSA, is a sought-after speaker and the lead public relations professor in the Department of Mass Communication and Journalism at California State University, Fresno.