



Jackpot!: A Step-by-Step Guide to a Winning On-Campus Recruitment Campaign

James C. Allison

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Inside this simple guide you will discover the key steps to building an effective campus recruitment campaign that strengthens your employment brand in a cost-effective manner and gets results! Whether you are experiencing a hot market or an economic downturn, whether you are a small business looking for a few key staff, or a large organization building the foundation of your company for succession planning, you will find valuable information that will guide you to success. Regardless of your industry, these tactics work! You will: - Benefit from a practical, step-by-step guide that applies to your organization - regardless of size! - Learn how to make the case for an increased presence on campus - even during an economic downturn. - Learn how to tap into this important target market through effective recruitment marketing techniques. - Evaluate your campaign and "open a funnel" of new talent for your organization. Business leaders are using these effective concepts to build success in their organizations!

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