



**How to Find Work in the 21st Century**  
A Guide to Finding Employment in Today's Workplace  
*Ron McGowan*

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## Description

**Find meaningful employment in today's workplace.**

When experienced people who have been in a steady job for years are made redundant, coming to terms with today's workplace is a major challenge. This challenge is even greater for those fresh out of college or university and who are looking to get their foot in the door. After all, the workplace is going through one of its most significant transitions in the past 100 years.

**How to Find Work in the 21st Century** explores this new world of work and suggests where the workplace is headed while providing successful and effective ways to sell and market yourself so you can find your place in today's job market.

### Learn to:

- Capitalize on what YOU have to offer.
- Define your personal and career profile
- Market yourself
- Network
- Navigate digital platforms
- Master the art of the CV
- Create your own job
- Manage your own career

**Readership:** The primary market is unemployed/underemployed university and college graduates, 2013 graduates and those who will graduate next year, as well as unemployed/underemployed professionals and experienced people. Other groups that will benefit from the book include anyone who wants to operate as a contractor or consultant but who has no experience in this area; parents of university and college students or graduates who are perplexed by today's workplace; bureaucrats who are responsible for the education or employment sectors; and guidance and employment counsellors.

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## Contents

Acknowledgements; Notice to Readers; Preface; Introduction; 1. How the Workplace Has Changed; 2. What Exactly Do You Have to Offer?; 3. How to Market Yourself; 4. The Role of the Internet; 5. Guidelines for Post-secondary Students; 6. Create Your Own Job; 7. Getting Started; 8. Managing Your Career; Conclusion; Appendix

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## About the Author

**Ron McGowan** has operated [www.howtofindwork.ca](http://www.howtofindwork.ca) in Vancouver, Canada for over ten years and has helped thousands of university/college students, graduates and professionals across Canada, the UK and Ireland to find meaningful work. His articles have been published internationally, and he has written for the *Wall Street Journal* and the *Globe and Mail*.

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