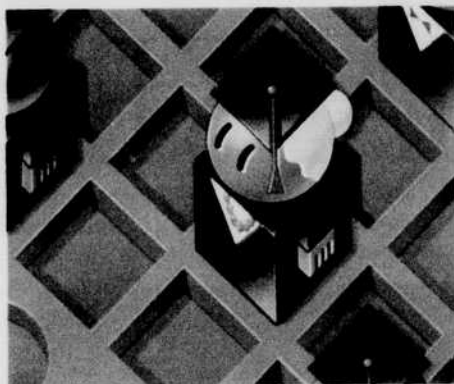


MANAGING YOUR CAREER



Predicting the future has never been a particularly reliable endeavor. Tarot cards and crystal balls have their place, but they can't forecast the vast economic changes down the road that will affect the careers of the Class of 1990.

Where hocus-pocus fails, however, reporting and research prevail. In his cover story examination of the changing job market, V.J. Pappas identifies six trends that are reshaping career prospects for new graduates. Students who stay abreast of these changes will have a leg up on the competitive career ladder, helping them to prosper throughout this decade and into the next century.

To be sure, landing a good job or internship by the end of the semester is a more pressing concern for most students. In that vein, writers Doug Richardson and Jeff Speck adopt a practical approach to interview success. Doug discusses the nuances of dressing to impress, while Jeff explains proper etiquette for face-to-face encounters with company recruiters.

This issue of *Managing Your Career* also contains advice on identifying potential employers, matching your personality to a company's culture and the need for flexibility when weighing career options. Starting salaries and hiring prospects for new graduates also are included, as are articles to help you identify the types of jobs that best suit your education and experience.

After you find a full-time job and need additional career advice—or want to monitor the national market for more advanced job opportunities—look into the regular edition of the *National Business Employment Weekly*, which publishes *Managing Your Career*.

Tony Lee

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Editor

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