

# “So you want a new job, do you?”

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Ian McMaster, editor-in-chief  
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## **Job applications**

- **Increasingly important due to globalization.**
- **Increasingly important due to downturn.**
- **Not covered well by publishers.**
- **Looking here mainly at job interviews.**
- **Not looking at language, but at impact more generally**



www.business-spotlight.de

CAREERS: ONLINE JOB APPLICATIONS

# Business Spotlight

Englisch für Ihren beruflichen Erfolg

November-Dezember | Ausgabe 6/2008

HEAD-TO-HEAD  
**Should fuel  
taxes be cut?**

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INTERCULTURAL  
COMMUNICATION  
**The American  
way of business**

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BUSINESS SKILLS  
**How to make  
better decisions**

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MANAGEMENT  
**Making the most  
of your time**

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## ALSO...

- Business clothing
- Recruitment
- Facility management
- Financial fraud
- Intellectual property

FREE BOOKLET IN THIS ISSUE:

**Successful  
intercultural  
communication**

# TURN IT ON!

How to improve your  
business English on the internet

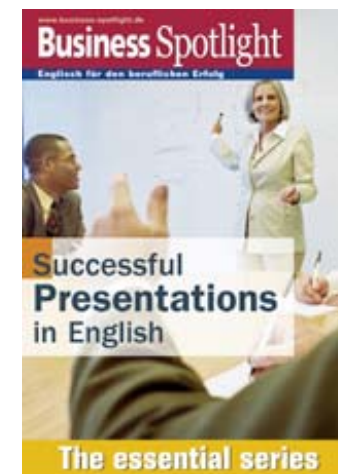
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Deutschland € 9,90  
Österreich € 9,90  
Schweiz sfr 11,90  
Sonstige € 9,90



# Business Spotlight





**Shit happens**



**“I would have no  
hesitation in  
recommending John to  
any future employer.”**

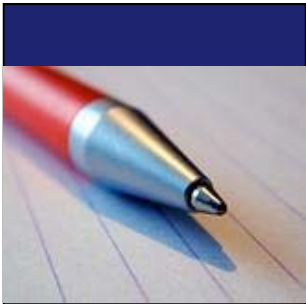


**“I would have no intention of recommending John to any future employer.”**



**With one sentence of ten words, starting “If I...” and ending “...the job”, one candidate made more impact on me than any other in 25 years.**

**What did he say?**



**“If I were you,  
I wouldn’t give  
me the job.”**



# 13 tips for success?



# 1. Be prepared



## **2. Be informed**



**Denis Atlas or  
“Steal an id”?**

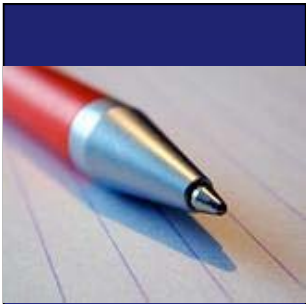
**[www.iProfile.org](http://www.iProfile.org)**



## **3. Be professional**



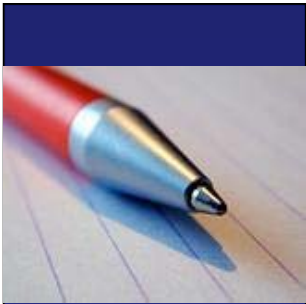
**“Margaret Davis is...”**



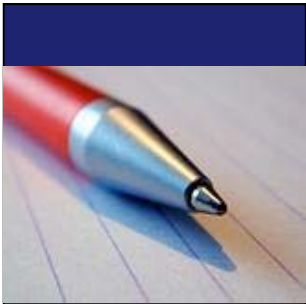
## **4. Be the solution**



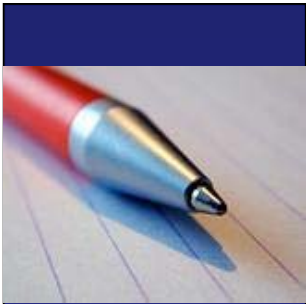
**“Ask not what your country can do for you — ask what you can do for your country.”**



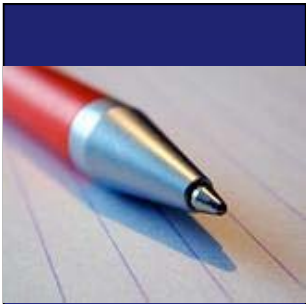
## **5. Be balanced**



## 6. Be aware



## **7. Be modest**



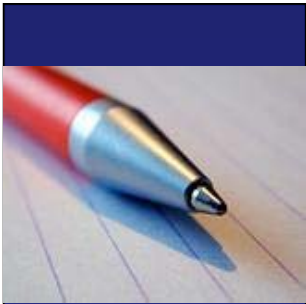
## **8. Be powerful**



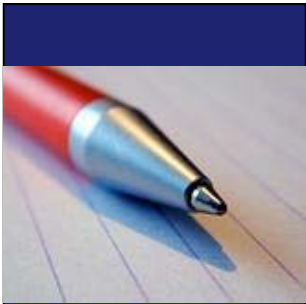
## 9. Be active



## **10. Be (well) dressed**



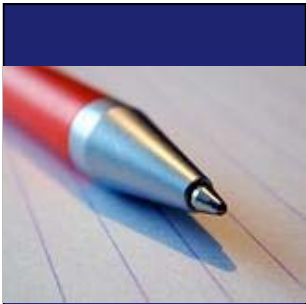
## 11. Be honest



## **12. Be yourself**



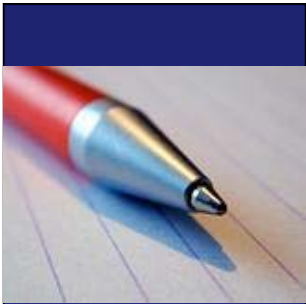
## 13. Be imperfect



**And finally...**



**Be attractive!**



**Questions?**



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