

The Potato Chip Difference: How to Apply Leading Edge Marketing Strategies to Landing the Job You

Want

Language	English
Author:	Michael A. Goodman
Goodreads Rating:	3.00
ISBN13:	9780970208804
Published:	January 1st 2001 by Dialogue Press
ISBN10:	0970208804
Genre:	Uncategorized
Pages:	133



[The Potato Chip Difference: How to Apply Leading Edge Marketing Strategies to Landing the Job You Want.pdf](#)

[The Potato Chip Difference: How to Apply Leading Edge Marketing Strategies to Landing the Job You Want.epub](#)

The Potato Chip Difference applies the same strategic approach to job-seeking and career planning that top management consulting firms use with major clients. And the author's personal experience adds practical real-world examples that make this book a "must read" for everyone in the workforce today. About the Author Michael A. Goodman has more than 30 years' experience in marketing management. Before beginning his consulting career in 1979, he held senior management positions with Procter & Gamble, Frito-Lay and International Playtex.

Over the years, he has been involved in recruiting, hiring, training, evaluating, counseling and making career recommendations for hundreds of clients and individuals.