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Name \_\_\_\_\_ Phone \_\_\_\_\_  
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 Status:  RN  Student  Other  
 Area of Interest:  CCU  ICU  OR  
 Trauma-Rehab.  Admitting Area  
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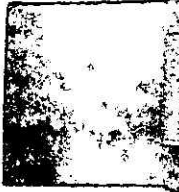
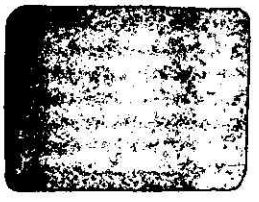
# Building And Networks to La

By Tom Jackson  
 A prominent career counselor in New York City and co-author of "The Hidden Job Market for the 80's."

The hidden job market is in people's minds. It is that vast reservoir of job information that people in companies, in associations and other organizations have about what's happening in their own area or on neighboring turf. It is made up of unreleased new plans, emerging new problems, the impending retirements, the expansions and the contractions — the job that will be advertised in a few weeks, last week's advertised jobs that haven't been filled, the jobs that were released to only one or two agencies.


To get at this valuable information, you must make systematic contacts with people who have the information you need. Building such a network of contacts requires some dogged job market research. One of the keys to that is what I call "sourcing."

Sourcing refers to your looking for sources of information that might give you a clue about how you reach your job target. Sources of information include such publications as business directories, trade magazines, general newspaper and magazine information, even the Yellow Pages of the phone book. Sources also include economic news, product news, people news, trend news, and other news categories. And most important, it includes other people





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