



Cornerstones for Professionalism Plus NEW MyStudentSuccessLab 2012 Update -- Access Card Package (2nd Edition) (Cornerstones Franchise)

Robert M. Sherfield, Patricia G. Moody

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The Second Edition is written specifically for college students who are preparing to go into the workforce.

Cornerstones for Professionalism prepares students for the workplace through a wide variety of techniques and strategies and shows them how to continue their upward mobility once on the job. Significantly expanded and updated to cover every aspect of the graduate's role in the workplace, the book focuses on a full gamut of preparation skills designed to assist students in getting the right job and maximizing their performance. It is filled with timely information including ethics development, personal financial management, goal setting strategies, priority and stress management related to the workplace, navigation of the human resource management maze, delivering excellent customer service techniques, working effectively with multigenerational colleagues, functioning on a global virtual team, using technology to work more productively, managing conflict and difficult people, finding the right career and driving productivity, and learning to navigate change while in a career. Unique features include *Digital Briefcase* © and *Professionals from the Field*. Among several new chapters, *Understanding Financial Intelligence* and *Effective Communications for the Social Media Generation* are sure to benefit students.

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