



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

Michael A. Goodman

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In *The Potato Chip Difference*, the author shows you how to apply 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.

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