

Career Book[®] **LAVORO & MASTER** *2011*

+

miojob

Printed edition awareness and web functionality
for human resources management in Italy

Direzione Marketing Pubblicità Locale

April 2010

Work is changing, we change too

Never as this year the labour market has been involved in dramatic changes.

This revolution is the reason why a renewal is necessary for Career Book as well, Repubblica year book devoted to jobs and careers, in order to answer properly to the new needs of the employment world.

The contents of the 21st edition of the guide are therefore reorganized in 3 main areas:

- ✓ Sectors leading the change
 - ✓ First job
- ✓ Finding a new job and resources re-qualification

Sectors leading the change

The labour market is facing a crisis period.

On the one hand unemployment is increasing, on the other hand big industries are living an important renovation process, which is designing future scenarios and creating new job opportunities.

In this section of the guide the business segments more representative of this revolution will be illustrated:

- energy – alternative and renewable sources
- banks and insurances
- information technology
- environment
- communications
- health and food

First job

This section will be useful to those who are approaching the labour market for the first time.

It analyses in-depth practical aspects such as

- reading job offers properly
- writing a resume
- preparing an interview
- finding a job in the web era: opportunities and threats of social networking (FaceBook...) and professional or vertical websites (Linkedin...)
- contracts and legal aspects
- career opportunities
- retirement

Finding a new job and resources re-qualification

A brand new chapter, specifically meant for people who have lost their job or are looking for a better one for many reasons, for ex. the structural change of the sector where he/she works.

Contents are related to practical and legal aspects as well as psychological implications, in order to answer the crucial question: 'How can I still be competitive?'

Master

This section completes and integrates the concepts exposed in the re-qualification chapter. It is dedicated to the top learning level: the master; it is an useful experience from both the student's and the worker's point of view.

As the offer of masters is wide and diversified, there are some topics on how to choose the right one, avoiding the risk of money wasting or, even worse, a fraud.

Graphic layout

A brand new graphic layout, designed to make it easier to understand and use the Guide's contents.

A fresh, fast and practice use of symbols and signs helps the reader to go through pages and chapters, creating a personal user experience.

Employers interested in promoting themselves through the Guide have 3 options:

- ✓ Advertising page
- ✓ Company profile (text and logo only)
- ✓ Pack: advertising page + company profile

The **advertising** page gives the employer the opportunity to use creative and graphic elements; it can convey corporate communication and should give the applicants useful information to understand the corporate mission and HR policies.

The **company profile** page contains company information such as contacts and figures, career opportunities, learning paths and recruiting models.

The **pack** (advertising page + company profile) unifies the advantages of both options, giving the readers complete information in a clear and appealing way.

WELCOME IN THE NEXT DREAM
 Immagina un posto dove esprimere il tuo talento.

SERVIZI DI COMUNICAZIONE INTEGRATI
 Sistema mobile, fissa e internet: solo piani operativi in Europa sono in grado di offrire servizi integrati, e tra questi c'è Wind. In Italia, Wind è il unico operatore di telefonia mobile a cui è stata riconosciuta la possibilità di operare simultaneamente su tre frequenze radio, sia sul 4G che sul 3G, e di offrire servizi integrati di rete e di rete fissa.

PERSONE DI WIND
 La rete Wind è la prima rete mobile in Europa con la copertura più estesa. Wind è la prima rete mobile in Europa con la copertura più estesa. Wind è la prima rete mobile in Europa con la copertura più estesa.

Per maggiori informazioni www.windgroup.it

INFOSTRADA WIND

miojob.it, Gruppo Espresso website devoted to jobs and careers, enriches the Guide's printed version with news and job offers.



Each recruiter's dedicated mini-website contains:

- Company profile
 - Advertising page (when purchased)
- and
- miojob job offers

The company will be given an access to their private back office and will be able to personalize their website, adding contents, publishing new offers and managing applications



2 media

Print and web



Double exposure

Newsstands and university bookstores



Extended target

Content fruition is independent from media exposure



Advanced features

Company Profile and job offers management