

Become an industry insider

It's incredibly important to be as knowledgeable as possible about the industries and companies you want to work for. Set yourself up to receive daily information, then scan the headlines of each publication for 15 to 30 minutes each day.

1. Subscribe to industry "must-reads"

To find the essential reading in your industry, ask people you know and use Internet search engines.

Examples:

- > Advertising *Advertising Age and AdWeek*
- > Media *Mediabistro.com*
- > Accounting/Finance *The Wall Street Journal*
- > HR *Society of Human Resource Management publications*

Record your industry must-reads:

2. Sign up for news alerts

Go to <http://alerts.google.com> to sign up for keyword news alerts for companies, people, graduates schools or any other career-related organization that interests you. This will ensure you never miss any news (or opportunities!) related to the organizations on your target job search list.

Record your Google alert terms:

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3. Stay current on what is happening in the U.S. and globally

Read or skim a newspaper on a daily basis (online is fine) to provide you an update on events. If you are interested in a particular city or region of the country or world, then read the news from that geographic area as well.

Have more questions about your job search?

*Visit our blog on pwc.tv where you can post your career question and receive an answer from Lindsey Pollak, career development specialist and author of *Getting from College to Career: 90 Things to Do Before You Join the Real World*.*