



The Graduate Recruitment Manual

Robert Wood, Bindi Dholakia, Carol Keane, Rajvinder Kandola

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Based on a mixture of research, case studies, literature review and practical experience, this manual identifies issues that organizations wishing to recruit talented graduates face. It shows how to cultivate a corporate image which appeals to students, how to ensure that advertising brings in the right kind of applications, and how to define needs and select candidates on that basis. This information is followed by oft-ignored issues like induction, international roles, the growth in ethnic minority graduates and how to retain the high flyer and middle-ranking graduate employee. The book contains best-practice standards and a variety of hints and tips on how to conduct efficient and cost-effective graduate recruitment.

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