

NOW YOU CAN ASSIST YOUR TERMINATED MANAGERS AND EXECUTIVES
IN MAKING A SUCCESSFUL TRANSITION TO ANOTHER JOB AT ANOTHER COMPANY ...
...WITH THREE IMPORTANT REFERENCE WORKS FROM THE WORLDWIDE LEADER IN
CAREER MANAGEMENT CONSULTING: DRAKE BEAM MORIN

Dear Human Resource Professional:

When your organization terminates employees, you want to provide these separated individuals with career counseling and outplacement assistance so they can find new jobs as quickly as possible.

To do that, you need the best, most accurate, most up-to-date information on the job-search process. The kind of information you can only get from DBM Publishing, a division of Drake Beam Morin, the largest, most successful career transition management consultancy in the world.

Over the past two decades, Drake Beam Morin's consulting services, books, manuals, training programs, and videos have helped thousands of terminated managers and executives make successful transitions to new careers. That's good for the employees. Good for their companies. And good for the HRD professionals responsible for providing career counseling and outplacement services.

NOW DBM PROUDLY PRESENTS THREE IMPORTANT RESOURCES FOR YOUR CORPORATE LIBRARY, CAREER COUNSELING CENTER OR OUTPLACEMENT PROGRAM:

1. PARTING COMPANY: HOW TO SURVIVE THE LOSS OF A JOB AND FIND ANOTHER SUCCESSFULLY. This is a newly revised and greatly expanded edition of the best selling book first published in 1982.

The authors, William J. Morin and James C. Cabrera, are the chairman and president of Drake Beam Morin, the worldwide leader in career management consulting. The experts agree: No one knows more than Bill Morin and Jim Cabrera about what to do when individuals are terminated from their present job — and how to help them come out of the experience ahead of the game. And now, DBM's 20+ years of accumulated wisdom and experience are available to your terminated managers in this practical, comprehensive, 387-page job-search handbook.

PARTING COMPANY offers terminated employees the kind of solid, practical advice and step-by-step guidance that raises confidence — and lifts morale — when it's needed most. And, at only \$8.95 per copy, it's affordable for you to give to any manager or executive who has - or is about to - lose a job.

2. CAREER NAVIGATOR™: THE COMPUTER-POWERED JOB SEARCH SYSTEM. Most managers who get terminated become somewhat overwhelmed by the job-search process because of all the paperwork involved. CAREER NAVIGATOR™ solves this problem!

This powerful job-search software program includes a built-in word processor, automates resume writing, typing of personalized cover letters, follow-up, and the other tedious, labor-intensive portions of the job search — enabling users of the program to concentrate on the things they need to do to get that new job fast!

CAREER NAVIGATOR™ is now available for only \$149 — a \$50 discount off the retail price of \$199. Or, send for a FREE demonstration version. CAREER NAVIGATOR™ runs on the IBM PC and compatible microcomputers under MS-DOS.

(over please)

3. EXECUTIVE INTERVIEW/SENIOR EXECUTIVE INTERVIEW VIDEOS. For most managers, the toughest part of the job search is the interview. This is where even the most experienced executive can freeze up, make mistakes and blow it.

Now, this two-video program shows both middle managers as well as senior executives how to handle the interview successfully so they get the job offer they want. Normally priced at \$595 per tape, we're extending our previous special offer so you can buy both videos for the price of one — \$595 for the set. Or, rent both tapes for only \$95. You may also choose to preview the videos for just \$30.

HELP YOUR EMPLOYEES, BUILD YOUR HRD LIBRARY AND GET A FREE GIFT (OR MAYBE EVEN TWO FREE GIFTS) IN THE PROCESS.

Why should you order these job-search resources for your corporate library, career placement center and terminated managers today?

1. DBM offers you the most authoritative, practical information resources available to assist you in your in-house outplacement counseling (see the enclosed brochure for reviews and testimonials).

2. The longer it takes for your terminated managers and executives to find new jobs, the more it costs your company. A small investment in our books, software and tapes can dramatically shorten the time it takes your people to get new jobs — thus resulting in substantial savings for your corporation.

3. All DBM books, videos and software programs are sent to you on a money-back-guarantee basis.

** SPECIAL BONUS: Order within 10 days and we will send you a free copy of our new booklet, "49 TOUGH JOB INTERVIEW QUESTIONS ... AND SUGGESTIONS FOR HOW TO HANDLE THEM." This handy guide gives your terminated employees the edge when it comes to answering the questions most frequently asked during job interviews.

To place your order, just complete and mail the enclosed No-Risk Order Form or fax the completed form to 212-867-5499. In a hurry? For immediate service ... or for more information on volume discounts available for quantity purchases of DBM job-search materials ... call us toll-free at 1-800-345-JOBS (1-800-345-5627). Your satisfaction is guaranteed.

Sincerely,



Jo-Anne H. Hand
Vice President, DBM Publishing

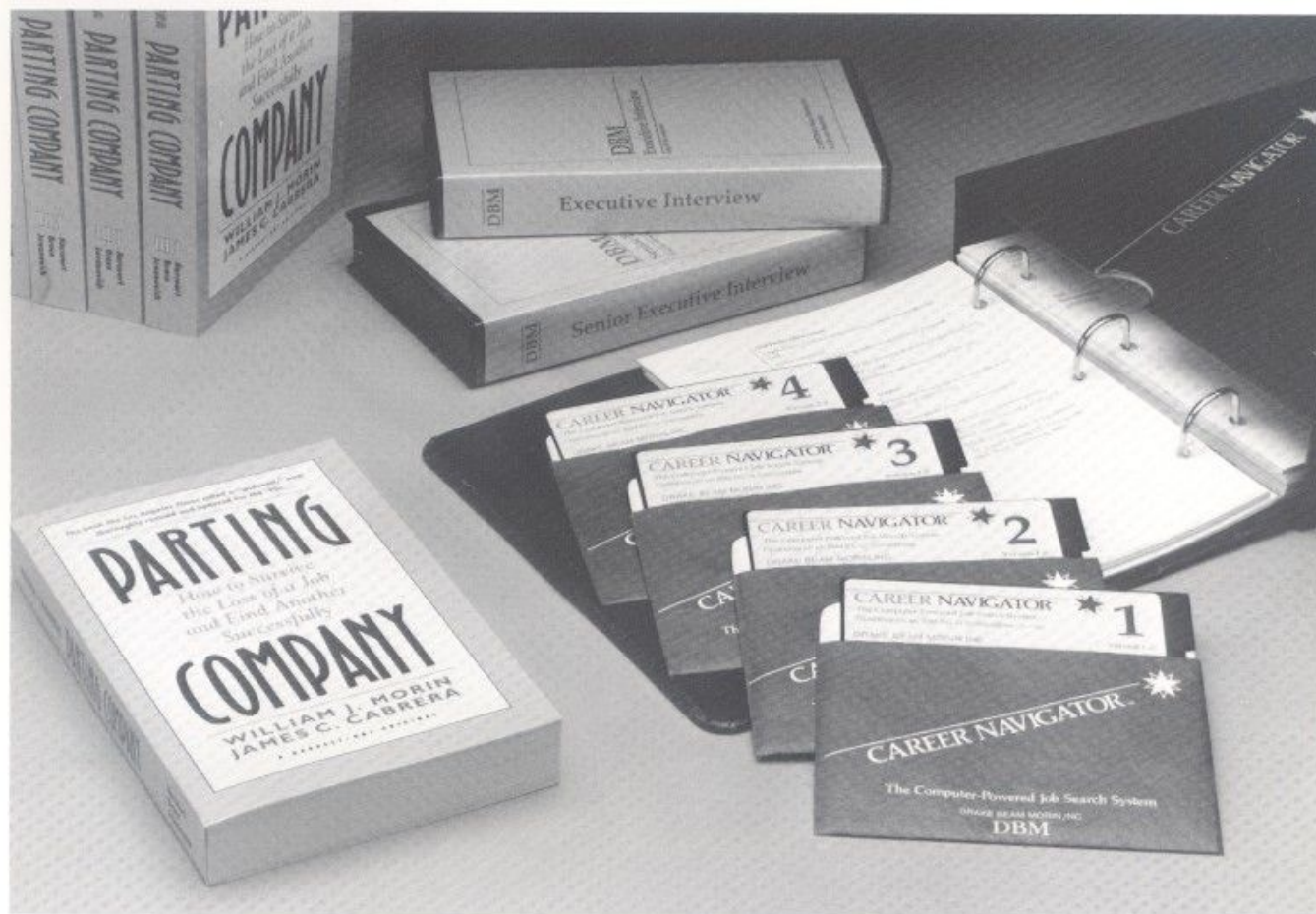
P.S. Order \$100 worth of items or more within 10 days and you will receive, as a second bonus, your own personal autographed copy of PARTING COMPANY (an \$8.95 value) absolutely free.



A DIVISION OF DRAKE BEAM MORIN, INC.
100 PARK AVENUE
NEW YORK, NY 10017

Now you can enhance your support of terminated employees ... make your outplacement programs more successful ... and help your managers-in-transition find new jobs faster.

DBM Publishing proudly presents three essential information resources designed to help your managers-in-transition find new jobs more quickly:



PARTING COMPANY: HOW TO SURVIVE THE LOSS OF A JOB AND FIND ANOTHER SUCCESSFULLY

**by William J. Morin and
James C. Cabrera**

The fully revised and expanded second edition of the popular best-selling book. The most comprehensive manual ever written on how to handle being terminated and find a new job or career fast.

EXECUTIVE INTERVIEW/ SENIOR EXECUTIVE INTERVIEW: HOW TO SURVIVE THE JOB INTERVIEW AND GET THE JOB YOU REALLY WANT

**presented by William J.
Morin and James C. Cabrera**

An exclusive video training program on how to master the job interview — from the job-seeker's point of view.

CAREER NAVIGATOR™: THE COMPUTER-POWERED JOB SEARCH SYSTEM

An interactive, IBM compatible computer program using DBM's proven job search technologies. With built-in word processor, CAREER NAVIGATOR™ automates resume writing, customized cover letters, and other paper-work-intensive aspects of the job search.



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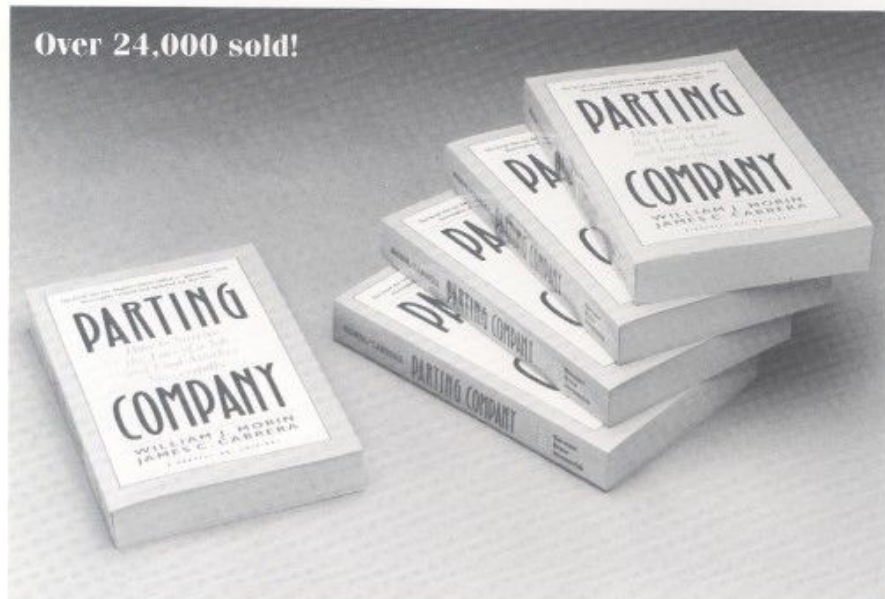
Just published!

Now you can help your terminated managers and executives successfully look for—and find—a new position with a new employer ...for only \$8.95 per employee!

PARTING COMPANY: HOW TO SURVIVE THE LOSS OF A JOB AND FIND ANOTHER SUCCESSFULLY

by William J. Morin and James C. Cabrera

Over 24,000 sold!



387-page trade paperback. Fully revised second edition. \$8.95

Downsizing ... staff cutbacks from recession ... mergers, acquisitions, divestitures, reorganizations ... an uncertain economic outlook. They all add up to terminations.

Whatever your current company policy provides, **PARTING COMPANY** adds constructive help for departing employees. The HRD professional who gives a copy of **PARTING COMPANY** to a manager or executive who has just been fired offers the kind of solid, pragmatic advice that raises confidence — and lifts morale — when it's needed most.

Losing a job can be a devastating personal and professional trauma. It hurts. But it can also be an opportunity for re-examining values — and finding a more satisfying, more financially rewarding position with another firm.

Working through the DBM job-search process presented in **PARTING COMPANY** gives your terminated managers and executives the guidance — and the motivation — they need to stop feeling badly, start an aggressive job search, come out ahead, and get their careers back on track as fast as possible. Which is precisely what you ... and they ... both want!

This encouraging, upbeat book shows your terminated employees:

- How to cope with the shock of receiving the bad news
- What to do — and what *not* to do — during the first 72 hours
- How to sort out career options (starting a business, becoming a consultant, working for others, active retirement)
- How to organize and target a job search
- How to write effective resumes and cover letters
- How to prepare for — and give — a good job interview
- How to develop a personal marketing strategy

**TO ORDER CALL TOLL-FREE:
1-800-345-JOBS**



William J. Morin and James C. Cabrera

About the authors

William J. Morin is the chairman and chief executive officer of Drake Beam Morin, the worldwide leader in career management consulting. He serves as executive consultant to the CEOs of many of the nation's largest corporations, advising them on a broad spectrum of human resources issues, including selection, performance, and transition. Over the past two decades, Mr. Morin's firm has led the industry in developing many of its human resource management tools and techniques. He is the author of numerous publications in the human resources field including the popular books, *Dismissal: There is No Easy Way But There is a Better Way* and *Trust Me* (DBM Publishing).

James C. Cabrera is president and chief operating officer of Drake Beam Morin. Widely known as a lecturer, he has spoken at the Human Resources Conference of the American Management Association; the Association of Chamber of Commerce Executives; The American Bankers Association Conference; and numerous other professional meetings. Prior to joining Drake Beam Morin, James Cabrera had served as director of the personnel division of the American Management Association, head of human resources for Bishop Industries, and personnel director of Chesebrough Pond's Inc.

Reviewers say it best!

"A timely manual for surviving the trauma of sudden termination ... of incalculable value ..."

— *The New York Times*

"A thoroughly wise and practical book, it couldn't have arrived at a more appropriate time."

— *Consumer Bookshelf*

"This book is well worth putting on your bookshelf — in anticipation of the day when the bell tolls for you."

— *USA Today*

"**PARTING COMPANY** is more than just a book; it's a living, breathing, participative document — a step-by-step manual for launching and completing a successful job search."

— Robert W. Bly, author, *CREATIVE CAREERS* (John Wiley & Sons)

Now you can help your managers-in-transition survive the most important — but also the most difficult — part of the job-search process: the *interview*.

THE EXECUTIVE INTERVIEW VIDEO SERIES: "EXECUTIVE INTERVIEW" AND "SENIOR EXECUTIVE INTERVIEW" — HOW TO SURVIVE THE JOB INTERVIEW AND GET THE JOB YOU REALLY WANT

Presented by expert commentators
William J. Morin and James C. Cabrera

A two-video package:

EXECUTIVE INTERVIEW for professionals and middle management (66-minute video)
SENIOR EXECUTIVE INTERVIEW for senior executives (60-minute video)

• Purchase price for two-tape set: \$595 • 5-day rental for two-tape set: \$95 • 3-day video preview: \$30 (applied toward purchase of full program)

When you terminate employees, you want to help them make the transition to a new position — by providing the resources they need to get the job they really want.

Now many of the same winning Drake Beam Morin Job interview strategies that have proven successful over the past two decades for hundreds of Fortune 1000 firms — and thousands of their terminated employees — are available in video form for rental or purchase at an affordable program price.



Help your managers-in-transition find new jobs faster by mastering the most important step in the job search process: the *interview*.

A recent DBM study shows the average time for executives to find a new job is over 6.8 months. And many will be out of work longer.

The "Executive Interview" video series helps shorten this time frame — sometimes dramatically — by teaching your terminated managers and executives how to sell themselves in an interview. This strategic program shows your employees what they need to know to get the job they really want. They learn what to say. What *not* to say. How to handle the most difficult and most commonly asked questions. Behaviors to *avoid*. How to follow-up after the interview. And more.



A video series demonstrating successful job-interview techniques for managers and executives looking for a new job

Here are just some of the skills "Executive Interview" and "Senior Executive Interview" can help your employees-in-transition master:

- How to answer difficult questions
- Behaviors to embrace; behaviors to avoid
- How to handle a question the job-seeker *doesn't* want to answer
- When to talk — and when to listen
- How to deal with executive search firms
- Using contacts to network effectively
- How — and when — to take control of the interview
- What to say when asked about desired salary
- Tips on appropriate body language and verbal style
- How to develop a winning attitude toward being interviewed
- And much, much more ...

The "Executive Interview" videos can be viewed alone by the potential job seeker or used as an essential part of your company's in-house outplacement program. With the "Executive Interview" video series, you will be able to conduct more effective training sessions and workshops on job-interview skills.

TO ORDER CALL TOLL-FREE 1-800-345-JOBS





Now your terminated employees can *automate* the tedious, paper-intensive — and costly — tasks of the job-search, eliminating hours of endless typing, retyping, and filing....

CAREER NAVIGATOR™: THE COMPUTER-POWERED JOB-SEARCH SYSTEM

• IBM PC compatible 3 1/2" or 5 1/4" diskettes plus 250-page manual • Regular price: \$199 • Price if you order from this brochure: \$149 • You save: \$50 • Demonstration disks: NO CHARGE

In the past 2 decades, Drake Beam Morin — the country's largest career counseling firm — has helped thousands of people around the world in their search for rewarding jobs.

Now, DBM's highly successful job-search methods, developed through more than 20 years of research and experience by a staff of behavioral scientists, career counselors, and personnel professionals, has been distilled and put into a software system for finding new jobs faster: CAREER NAVIGATOR™.

CAREER NAVIGATOR™...

...is an *interactive* software program that guides the terminated employee through a personalized job-search process step-by-step, from identifying career goals and building a network of contacts, to maintaining a record of job-search activities and managing the job-search campaign.

The system contains a built-in word processor and database management system, enabling CAREER NAVIGATOR™ to *automate* resume writing, printing of personalized cover letters, and the other tedious, paper-intensive tasks of the job search process.

Naturally, you'd like to give every terminated employee use of an office and full-time secretary to aid in the job search. That's not economical. But you *can* afford to give them CAREER NAVIGATOR™. It's like having a secretary, career counselor, and outplacement firm instantly available to help them at the touch of a computer key!

CAREER NAVIGATOR™...

...automates the tedious, labor-intensive activities necessary to any job search including:

- writing and printing of multiple versions of customized resumes
- writing and printing of personalized cover letters and follow-up letters

- storing names and addresses for making personalized mailings
- maintaining lists of contacts and target organizations
- building and maintaining a lifetime database of contacts
- tracking and following up on job-search activities.

What leading experts say about DBM's CAREER NAVIGATOR™ software system

"A solid, practical, affordable, easy-to-use lifetime career assistance program which incorporates the best current career planning and job search principles and practices."

—The College Placement Council

"CAREER NAVIGATOR™ is a tremendously worthwhile program ... a rich document job seekers can return to again and again as their career paths unfold."

—Barbara Reinhold, Director, Career Development, Smith College

"CAREER NAVIGATOR™ will prove an innovative and effective approach to the job search process for new college grads as well as more seasoned job seekers. Corporations may also find this program a valuable tool to assist employees with their career planning needs...."

—Allen G. Bormann, Rockwell International

"For the first time, we have a viable tool that equips job seekers with all of the knowledge they need to be competent and effective in the job search."

—Maurice Mayberry, Director, Career Resources Center, University of Florida

Special FREE Bonus!

"49 TOUGH JOB INTERVIEW QUESTIONS... AND SUGGESTIONS FOR HOW TO HANDLE THEM"

Order any item from this brochure and you will receive a FREE copy of DBM's new booklet, "49 TOUGH INTERVIEW QUESTIONS ... AND SUGGESTIONS FOR HOW TO HANDLE THEM." This booklet is designed to help your terminated employees prepare to answer the difficult questions they are likely to be asked in a job interview. Questions like: "What kind of salary are you looking for?"

"Where do you see yourself 5 years from now?"
 "What do you know about our company?"
 "Why did you decide to seek a position with us?"
 "What qualifications do you have that you feel would make you successful here?"
 "What are your strengths?"
 "What are your weaknesses?"
 "Why were you let go from your last job?"

"Why haven't you found a new job yet after all these months?"
 And many, many more...

You can't buy the "49 TOUGH INTERVIEW QUESTIONS" booklet anywhere — at any price. But it is yours FREE when you order PARTING COMPANY, CAREER NAVIGATOR, or EXECUTIVE INTERVIEW from this mailing within the next 10 days.

TO ORDER, CALL TOLL-FREE 1-800-345-JOBS (1-800-345-5627) OR FAX YOUR ORDER TO 212-867-5499.
 All items sold on a money-back-guarantee basis.

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- ☐ **YES**, I want to help our terminated employees find new jobs – fast!
Please send me the items indicated below.

**For information on volume discounts for large quantity purchases,
call toll-free 1-800-345-JOBS.**

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Executive Interview and Senior Executive Interview Videos	(5-day rental) 246000R/245000R	_____	\$95.00	_____
	(Purchase) 246000/245000	_____	595.00	_____
	Videotape Preview	_____	30.00	_____
Career Navigator™	5 1/4" disks 30611	_____	\$149.00	_____
	3 1/2" disks 30612	_____	149.00	_____
	Demonstration disks	_____	FREE	_____
"49 Tough Job Interview Questions" booklet			FREE	_____

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SHIPPING AND HANDLING (\$3.50 for first item; \$1 for each additional item): \$ _____

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TOTAL: \$ _____

* NOTE: If total is \$100 or more you get one autographed copy of PARTING COMPANY free.

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