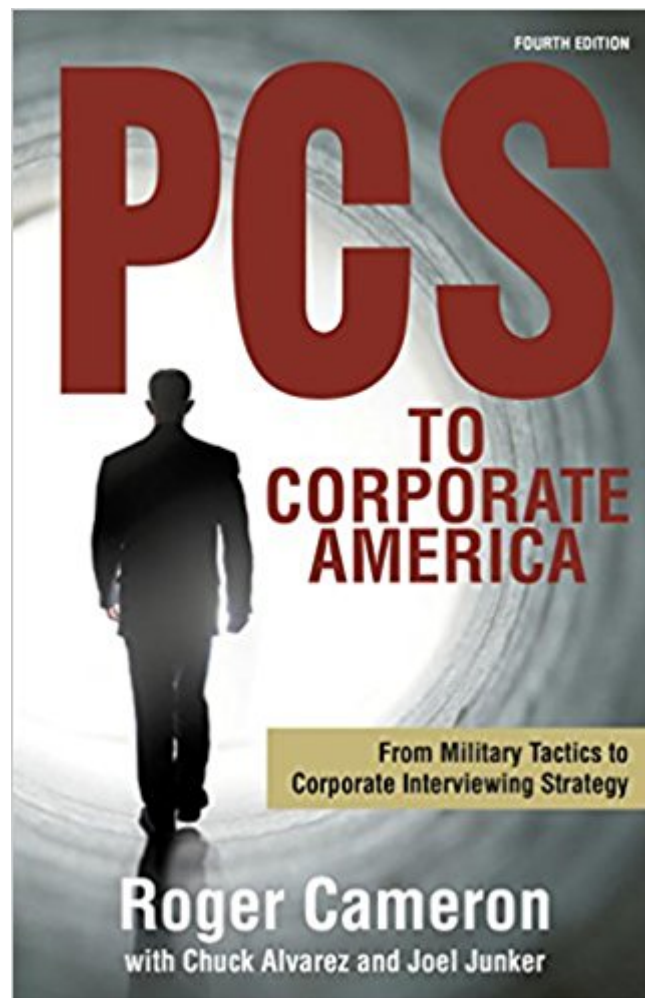




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# PCS To Corporate America: From Military Tactics To Corporate Interviewing Strategy



## Synopsis

PCS to Corporate America: From Military Tactics to Corporate Interviewing Strategy is both a workbook and a reference book for any junior military officer who is considering a permanent change of station (PCS) to the business world. Written by Roger Cameron, a leading authority on preparing JMOs for a successful transition to corporate America and the cofounder of the recruiting firm Cameron-Brooks Inc., this best-selling resource guides candidates through each stage of the job search—from making an application to accepting an offer, with emphasis on mission-critical preparation for the initial and follow-up interviews. Cameron discusses the wide array of questions you can expect in an interview and gives readers the tools and techniques to develop excellent responses based on a self-assessment of your abilities and accomplishments. Most importantly, he provides confidence-building exercises to help you understand the value of your military experience in a corporate setting. The author also offers ideas for adapting individual's unique military background to a company's culture and requirements. In addition to a reading list that provides a sound knowledge of basic business concepts, the book contains a wealth of practical tips for writing an effective resume, dressing appropriately, establishing rapport with the recruiter, conveying problem-solving and leadership skills, and much more—while avoiding the many pitfalls that can result in a negative impression. This edition of PCS to Corporate America, written with the assistance of Cameron-Brooks team members Chuck Alvarez and Joel Junker, has been updated to reflect the current business and military environments. The advice in these pages will not only prepare you for a new future in corporate America but also foster your professional growth as you advance in your business career.

## Book Information

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## Customer Reviews

PCS to Corporate America taught me it is my personal responsibility to make things happen as a leader. Expectations tend to be soft in corporate America, and at times there are a lot of people working, but not getting the right results. I reiterate this same theme to the people I am developing to become leaders over and over -- it is the responsibility of a leader to seek out the problems, take responsibility to solve them, and fight through all obstacles to get there. There are plenty of people willing to try, but companies are looking for those who can succeed. Roger taught me not only how to interview but also how to be a better leader!

Alex Allen  
Facility Manager, Cargill

After reading PCS for the first of three times, I began to immediately understand how my success in the military could easily translate into success in business. Roger clearly lays out all of the rules of the road in order to (1) get the interview, (2) make a great first impression, (3) interview with skill and class (even if you have never interviewed before), and, finally, (4) get the offers rolling in! This book will not only get you into corporate America but also serve you well throughout your career. It still sits on the bookshelf in my office today, and I go back to it routinely. I owe so much of my success to this book!

Patrick S. Dickerson  
Sales Representative, Boston Scientific Corporation

PCS to Corporate America was the definitive road map for my transition to business, guiding my preparation, skill building, and overall readiness to move to corporate America. A decade later, I continue to apply the behavioral lessons I learned from PCS to Corporate America. Not only have they helped me rapidly advance my career, I also use them to train and develop my team members, most of whom have never served in the military.

Trevor Bynum  
Vice President and General Manager Strategic Growth Channels, Whitewave Foods

When you enter the corporate environment from the military, it is a big decision. While you bring a lot of leadership experience that is valuable, you are simultaneously competing with a peer group that has been navigating in this environment for a few years. PCS to Corporate America gave me a broad overview of what to expect. It lent practical advice regarding basic expectations, business terminology, and the similarities and differences between the two environments. It made me more confident in my decision to transition and helped me compete effectively for that first role and the others that have followed.

Fran Lawler  
Human Resources Director  
Corning Display Technologies, Taiwan

--Above are Cameron-Brooks Alumni

ROGER CAMERON is a leading authority on corporate interviewing strategy and cofounder of the

recruiting firm Cameron-Brooks Inc.

After using PCS To Corporate America in my own transition out of the Marine Corps, I can say that PCS is the best tool a junior military officer can get in preparing to leave the military for the corporate world. It truly is a one-stop-shop of knowledge I continuously used - from deciding to leave the Service over a year ago until I accepted an offer with a premier company just three weeks ago. The authors don't dance around issues - this book is packed with simple, clear, concise knowledge with real-world examples for succeeding in transitioning out of the military and into corporate roles. You can spend the time bouncing around different literature on translating military skills and experiences, interviewing, resume writing, professional attire, etc, or you can just get PCS and save your time and money. Definitely a book that'll stay close by my side throughout my career.

This book was recommended to me, I recommend it to any military member deciding whether to get out or stay in the service. It talks through how to turn your military skills in to marketable civilian skills.

This is a great resource for any junior military officer that is thinking about transitioning from the military to corporate America. It gives you tips and recommendations on how to take your experience in the military and relate it to the business world. Some of the info may seem to be intuitive, but as you actually sit down and try to implement it you will find that it actually does take a lot of work to prepare for your transition. I recommend that this book be part of any JMO's library as they make the transition. I also encourage you to take the opportunity to check out what Cameron-Brooks has to offer as they are very professional and dedicated in getting JMO's prepared to enter corporate America.

I would honestly say this is one of the best books to read when transitioning out of the military. It gives great perspective and ideas on what transitioning is and how to go about doing it. But I'll tell you he contradicts himself in his advice. From one angle he tells you to take control over your career, from another he says you should only use one service or "burn the ships". Meaning when you think about choosing a career in corporate America stick with it..well I'll tell you, you have the right to change your mind..it's your career. Recruiters are modern day slave traders, remember you are just a profit to them.

This is a great book to read when starting to think about your transition to Corporate America. The book discusses what to do and what not to do when preparing for an interview. Anything past the interview process is on you. Cameron-Brooks claims to be the best when it comes to recruiting talent for Corporate America. The book uses a lot of examples where they deny candidates for myriad reasons. They sound pretentious when they do this and they do it a lot. Summarizing a snippet from the book, you can easily read the first few chapters, skim a little bit of each and read the final chapter and you will get the gist of the book. The book does give you a list of books, key competencies, along with a solid résumé examples to prepare for the corporate world in their appendices. Overall, the book seems to elude to a process that Cameron-Brooks uses to prepare their candidates. If that is true, don't even waste time buying this book.

This book is giant advertisement for Cameron-Brooks that you have to pay for. Great book if you're scared of transitioning and want to have a JMO recruiting firm reinforce that belief to get your business. I especially enjoyed the list of grievances and pet peeves Cameron-Brooks had throughout the years delaying with JMOs.

Useful information for preparing for interviews for any ETSing service member. Explains how to re-phrase your experiences in language corporate recruiters will understand and properly assess your value.

This is a fantastic quick and easy read for anyone considering or actually transitioning from military service to corporate America. Though it is absolutely a keeper; a great book to take notes, re-read, and reference often. There is a ton of information that is very straight-forward and hugely important to your transitioning success. I recommend this book.

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