



The New Golden Rules of Job Board Success: Four Principles for Optimizing Operational and Bottom Line Performance

By Peter Weddle

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This book provides guidance on designing, developing, and implementing a successful e-commerce site for recruiting employees. Penned by an author who has been writing about and working with job boards since they first appeared in the 1990s, the book discusses how such sites, in order for to stay relevant, must adapt business models, operational strategies and even day-to-day tactics.

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Editorial Review

About the Author

Peter Weddle is the CEO of WEDDLE's, a specialty publisher in the fields of employment and leadership. He has written columns for CNN.com, *National Business Employment Weekly*, and the *Wall Street Journal*. He is the author or editor of more than two dozen books, including *Work Strong* and *A Multitude of Hope: A Novel about Rediscovering the American Dream*. He also serves as the chief executive officer of the International Association of Employment Web Sites, the global trade organization for job boards. He lives in Stamford, Connecticut.

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