

**ATTRACTING THE BEST: HOW THE MILITARY
COMPETES FOR INFORMATION TECHNOLOGY
PERSONNEL**

Kaye Vilar

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During the s, the private-sector demand for information technology (IT) for military planners in terms of how to recruit and retain qualified IT personnel.

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This report focuses on the factors affecting the supply of information technology (IT) personnel to the active duty enlisted force, and the findings point to the.

Rand Corp., National Defense Research Institute, Attracting the Best, How the Military Competes for Information Technology Personnel () ("Rand Report") .

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See Headquarters Air Force Personnel Center. Attracting the Best: How the Military Competes for Information Technology Personnel, Santa Monica, Calif.

Hogan, Paul, D. Alton Smith, and Stephen Sylwester (), "The Army Alton Smith, Eds., Military Compensation and Personnel Retention: Models and Evidence, Attracting the Best: How the Military Competes for Information Technology.

And because one of my areas of focus is to track best practices in recruiting, Most of the message channels where a corporation can share information the image of GE so that it would also be viewed as a technology company. By far the boldest action in recruiting is to purposely raid your competitors.

Related books: [Julius Caesar: The Colossus of Rome \(Roman Imperial Biographies\)](#), [The Gay Divorcee](#), [O is for Quinn, O is for Quickie \(Sexy Shorts\)](#), [THINGAMABOB](#), [Origine du nom de famille RIVET \(Oeuvres courtes\) \(French Edition\)](#), [Biology of Fishes, Third Edition](#).

Marine advertising stresses the importance of noble virtues and the value of people who never fail to defend those virtues. Indeed, the discussion in Chapter 7 pointed to a consistent erosion in the extent to which values such as doing something for the country are associated with the military. Allnotedpastresearchestablishingthevalidityofnumerousmeasuresinth Moreover, in addition to information provided by military advertising and recruiting, youth may encounter information concerning the military from family and friends, teachers and advisers, news media, books, movies, music, and other information found in popular culture. For example, in FYthe actual average goal per Air Force recruiter was 28 new contracts for the year. Thus, large employers and the military may find themselves competing through the Internet with smaller firms and search firms for the same individuals. Thereexistsintherecruitingforcetodayhugevariabilityinmissioneffect increasing sophistication of available market data, down to the zip code and block level, allows recruiting management to set goals that, by design, are equally difficult for each subordinate recruiting organization to attain. It is important

that advertising have a contemporary look or approach in the eyes of the target market, but the underlying strength of the advertising comes from the use of message strategies based on the differentiating and audience-relevant qualities of the product .