



# Marketing Your Educational Leadership Skills: How to Land the Job You Want

*John C. Daresh, Don Schulte*

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In recent years, research that has identified instructional leadership as a key ingredient in effective schools has meant that attention has been directed increasingly at the ways in which future school administrators are being prepared. As a consequence, many universities have worked to develop administrator preparation programs that will enable individuals to face the challenges that await them when they step into the world of the principalship or some other administrative role. Despite these efforts, however, a final ingredient has been missing from the majority of preservice programs. *Marketing Your Educational Leadership Skills* focuses on how to help people find the job for which they have been prepared. This book provides practical suggestions for finding a first job as a school administrator or for advancing current administrative careers by seeking a new position and introduces a model for administrators to market their potential, skills, and abilities as an educational leader.

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