

**Norrie SINCLAIR**

***Job Hunting, Witch Hunting, Watch Hunting***

From time immemorial young men, and in some societies during the latter half of this millennium, young women, have marched forth in search of gainful employment; to feed their families, to develop skills that would help them build a successful career or, increasingly over the past 50 years, to be able to hand over the cash to buy the latest sports car.

In times past job hunting, not merely a useful metaphor, accurately described an arduous process the success of which very much relied on chasing down potential opportunities through limited numbers of press advertisements, directly approaching potential employers, using the services of middlemen (agencies), patronage or knocking on doors.

Today, a young jobseeker can sip a double latte in a Starbucks , whilst surfing on his PDA, he can access any of the 1000's of job boards and websites, displaying millions of job opportunities available in almost any country and even major city in the world.

How is modern technology benefiting the modern job hunter? What are the implications for the corporate world? How will the impact of this mass proliferation of job opportunities impact key demographic indicators such as workforce mobility across natural borders? And what are the broader implications for society as a whole?

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