

When considering the ever-changing and highly competitive global landscape of business today, businesses stay at the cutting edge of their respective fields in order to maintain profitability in the long term. With the constant exponential growth of technology and the computerization of business and learning, companies and students have become much more connected to the business they produce (Barnett, 2015). Accordingly, companies are faced with the continuous task of finding new ways to attract and retain highly accomplished individuals of their customers and shareholders, while simultaneously ensuring business success and job satisfaction. In achieving these goals, it is critical for firms to work around those that are most qualified and reliable human resources. Many firms have begun to offer the services of individuals over the Internet (Duffy, Thompson, Wernick, & Greenwald, 2015). One popular website that provides this type of employment solution is CareerBuilder.com. This organization provides firms with convenient templates for the offering of job positions to the public. Moreover, many features of this process allow companies to greatly increase their efficiency in the selection of employees that will they utilize the most strategically.

During my research I came across several positions in the financial industry that were employment opportunities over with the firm "Open/Intern" (CareerBuilder.com, 2015). This business seems to have been extremely thorough in their planning and strategic marketing of their specific position. The information is presented in a clear and concise manner and targets the relevant areas of concern for the large majority of potential applicants. Being that this particular position is being offered in various locations throughout the United States (with education required), it seems quite obvious that this firm is engaging in some significant level of expansion. And because this seems to be a relatively advanced employment opportunity there are quite a few requirements placed upon the selection of applicants. These requirements include:

- At least 2 years of financial planning and/or investment sales experience, preferably in