

'Goodbye Uni ... Hello Job' Gives Career Inspiration with British Accent



Here's something that looks mildly useful. OpenAd.net, trade charity [NABS](#) and [LIZ H](#) have decided to take the ad world's **talent disparity** into their own hands with a wee guidebook called "Goodbye Uni ... Hello Job."



The book is packed with ditties from UK creatives like Ben Priest of RKCR/Y&R and Kim Papworth of Wieden+Kennedy. Some is really good, like the section on assessing a potential creative partner (don't pick one you "fancy") - and some advice is just iffy, like "Be one half of a dream team," which just sounds like it belongs on a poster with a backdrop of the clouds or something. There are also good tips on building a book, which we think is pretty critical.

And because it can't be avoided, newbies are also admonished not to take it to heart when the first job doesn't work out.

Swoop up a copy at the [LIZ H](#) site. And if you don't need it (though a hark back to the fundamentals is always nice), print it out and dump it on the desk of some bleeding heart would-be creative. There's plenty out there, we're sure.