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Top DM Talent Hard to Find: Survey

Apr 18, 2007 8:29 AM

Nearly one quarter of all direct marketers say it's "very difficult" to find qualified candidates to fill open positions, according to the most current DM employment survey from Bernhart Associates Executive Search LLC.

Another 53% described finding top talent as "somewhat" difficult, while only 18% indicated they had little or no trouble filling open positions.

This trend is likely to deepen in coming months. Two-thirds of the respondents said they will be adding staff, while another 30% plan no changes.

"Not only are a lot of new jobs opening up, layoffs are down to near-record lows," said Jerry Bernhart, president of Bernhart Associates, in a statement.

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