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So what can't be counted isn't given consideration. This explains why the last people to be cut from a company's roster are sales staff. The first to go are support staff including service techs and production staff, even though their role is equal in importance to, perhaps even surpassing, the role of sales staff.

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It is the worst job market in modern times, and the fact that you can't find a good job is largely bad

luck—to be coming into the job market now or to have lost a job during the downturn. It's not fair, but we are stuck with it. The second thing to remember is that it will get better.

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Wharton management professor Peter Cappelli's most recent book -- *Why Good People Can't Get Jobs: The Skills Gap and What Companies Can Do About It* -- has inspired a reaction from just about every group with a stake in today's workforce: employers, employees, recruiters, academics and

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It's responsible for the low wages being offered (and sometimes wages being lowered for current employees) because it makes the current bottom line look good enough to generate bonuses in the home office even if the business eventually fails because it can't thrive without good workers.

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And there's not nearly as much attention given to people who can't get jobs. It's still the case, though, that if you look at the proportion of people in the labor force who don't have a job and want one, it's about 7.1%, which is a pretty big number when you figure the unemployment rate is 3.7%.

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