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Sign Up and Login

Our recruitment tools powered by 12Twenty make it easy to connect with employers looking to hire students and alumni from our school. We are happy to share that the 12Twenty UI is accessible and compatible with any device: phone, tablet, or computer.

To create an account on our platform, simply follow the steps below.

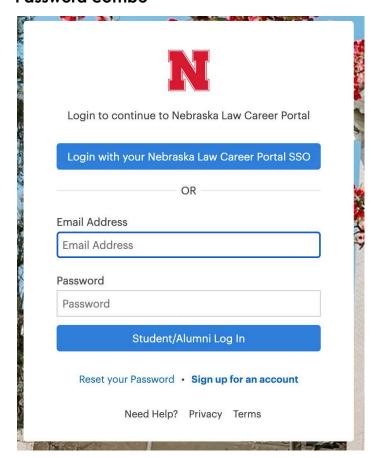
If you need assistance with Nebraska Law Career Portal, please contact Meghan Rivera in the Career Development Office at lawcareer@unl.edu

- 1) Navigate to https://law-unl.12twenty.com/Login
- 2) First time? Click the "Sign up for an account" button and use your Username (email/school ID) to create a unique password

Students may only "sign up" through this portal only if their account has been pre-authorized by a school admin.

For assistance logging in, please review this article.

3) Moving forward, you can simply login using your Username (email / school ID) and unique Password combo





Profile Set Up

Setting up your student profile is easy and helps the career advising team get to know YOU better and understand your job search preferences so that we can assist you in finding the right opportunities. A complete profile will help the career services team reach out to you if there are job or internship opportunities, interviews, events that match your background, preferences, and skillset.

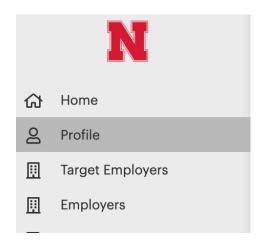
Let's take a look at step-by-step guide below for setting up a student profile:

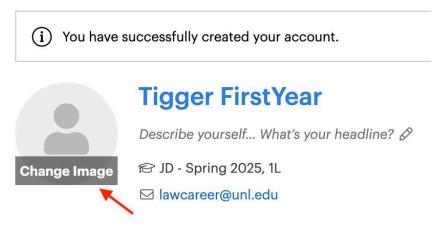
1) Once logged in, head over to the profile tab from the left side nav bar



2) Let's add a photo of you!

- This is easy and helps your career advising team get to know the real you!
- Ensure the photo is professional.
- Simply click on the grey "Click to add image" box to upload your photo.







3) Update your Headline

- Your 12Twenty headline is visible to fellow students & alumni (and soon employers)
- Let everyone get to know you and create opportunities by sharing what you are seeking for your next career move!
- ProTip: To view what other students, alumni, and employers see, simply click "Public View"



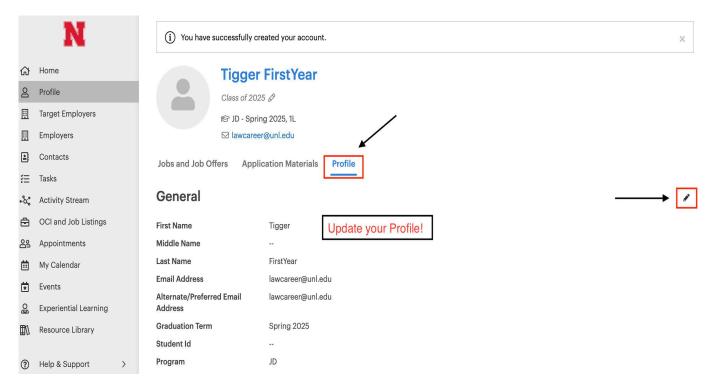
4) Complete your "Profile" tab

This information will help the career services office get to know YOU better and assist you in finding the right job and networking opportunities.

Some of these fields are searchable via the "Candidate Search" functionality that allows employers and school admins to create dynamic resume books based on your skills.

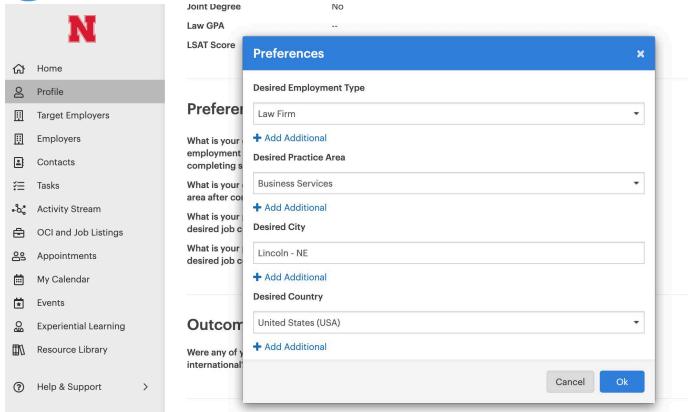
Once you find a job, you will no longer appear in the Employer Candidate Search. If your school has the "Student and Alumni Networking" Module you can also opt in to allow your peers (students and alumni) to find you in the Student and Alumni Directory based on these fields.

Note: You can opt out of both anytime by updating your Account Settings.

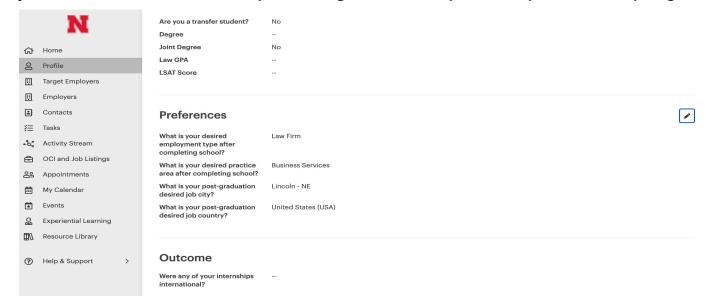


Once you click on the pencil icon next to each section on the profile tab, a new popup will appear.





5) Click the "Ok" button to save your changes. Your newly created profile is ready to go!



6) Keep your Career "Preferences" section updated

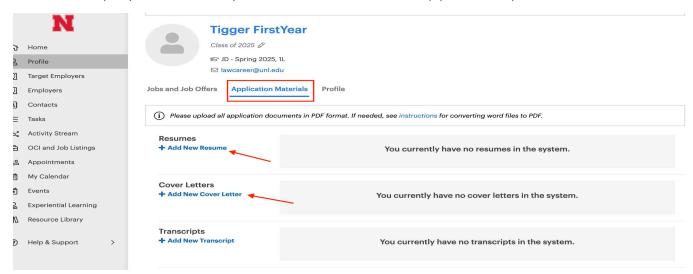
To stay informed with the latest career resources, events, jobs, and interviews that match your unique preferences, please make sure to frequently update the "Preference" section of your profile with industries, functions, practice areas, and geographic locations you are excited about.



Upload Application Materials

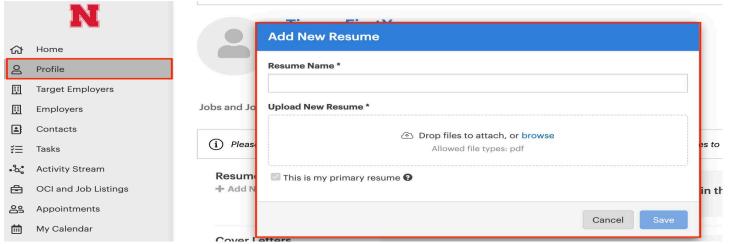
1) Head over to the "Application Materials" tab to upload your career search documents

- Under each Application type header, click the "+ Add New Document" button.
- Choose a document from your computer and give it a name.
 - Note: The document name is not visible to employers and there are no limits upload as many documents as you need.
- All Application documents (outside of the URL section) must be uploaded in PDF format to ensure employers can easily download these into "Application packets."



2) In the Resume Section: Check the box called "This is my primary resume" to feature one resume in the Employer Candidate Search module.

- This module allows Employers to filter for candidates who match their hiring criteria.
- If your profile and resume match what the employer is seeking in a candidate, they can reach out to you with the job opportunity.



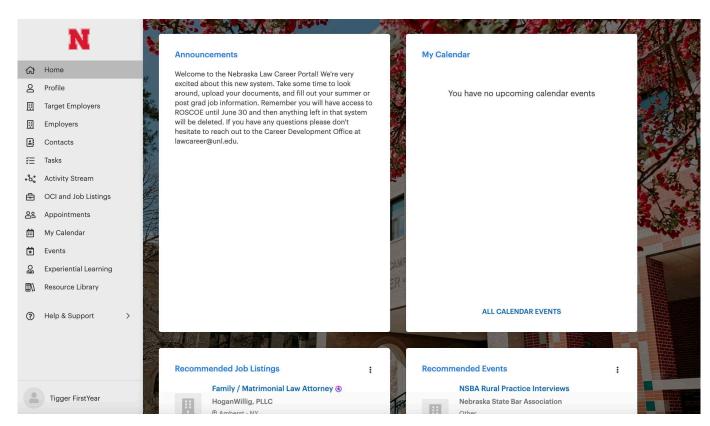
Note: If resume approval is enabled, your resume will go through a "review and approval" process before you can begin to use it as an official document for job postings, interviews, Candidate Search, and event registrations. Click the "Submit for approval" button to initiate the resume approval process with the career services team. We will reach out to you if we have any feedback after reviewing your resume.



Homepage

After setting up your profile, this is what you will see on your homepage for all future logins:

- **Upcoming** This tile will list any upcoming appointments, events, and interview commitments that you have registered for within the platform.
- **Recommend Job Listing** This tile will recommend jobs specific to the program you are enrolled in and unique career interests. Keep the "<u>Preferences</u>" section of your profile up to date, to ensure you see the latest recommendations.
- Recommended Events These events are open for registration and recommended based on your career preferences and program.
- Announcements These announcements come directly from the Career Center team.
 Check this tile often as it will frequently be updated with new information.
- Outcome Submission Quick access to submit new internship and post-grad outcome data.



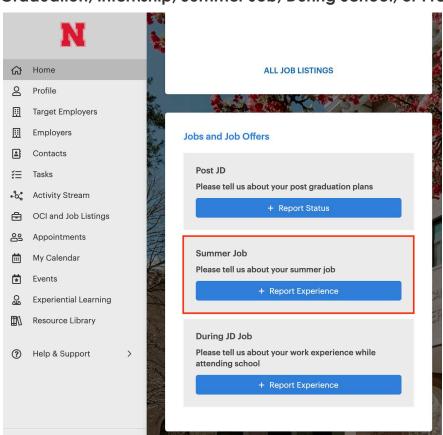


Outcome Submission

The Outcome Survey sometimes referred to as a First Destination Survey or Employment Questionnaire, is a tool schools use to gather employment experience data from current and graduating students. We collect this information so that you are empowered with market insights, salary data, and employment trends. This data powers the Research Tools in real-time, giving you transparency into employment data from our school (in a completely anonymous way.) You will be able to learn about the potential career paths that are available to you based on your program, career preferences, and experience. These can also help you navigate the next steps in your career and negotiate your compensation for both internships and post-graduate jobs.

When you complete your Outcome Survey you help our community and your fellow classmates have a competitive advantage in their job and internship search.

1) From your homepage, navigate to the "Outcomes" tile and select the options Post Graduation, Internship, Summer Job, During School, or Pre-School.



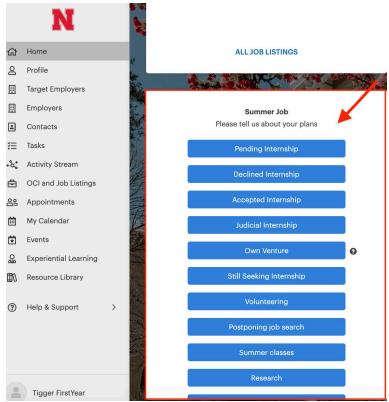
This will take you to a new screen allowing you to better define which outcome category applies best to your situation.



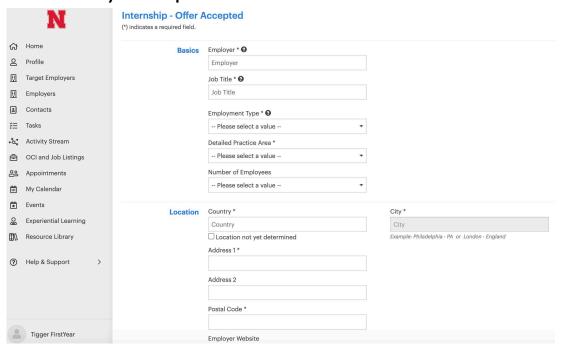
2) From the next screen, pick the option that matches your internship or employment status

• If you are "still seeking" employment or an internship - let us know so we can help you find the right opportunity! Our office is here to help you every step of the way.

Summer/Academic/Post Graduation Outcome Options



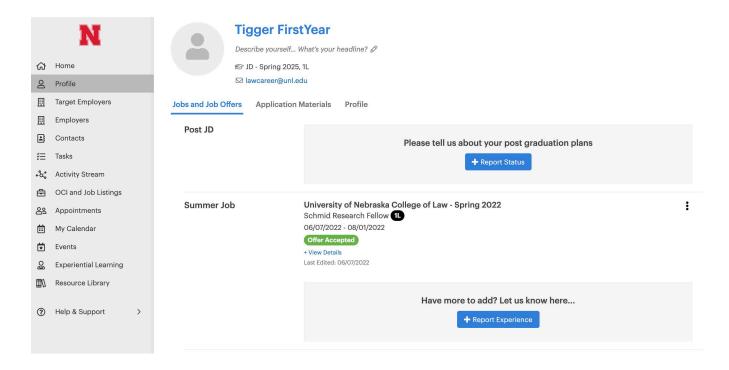
3) Once you've made your selection, you will be prompted to complete a quick survey that correlates to your unique outcome



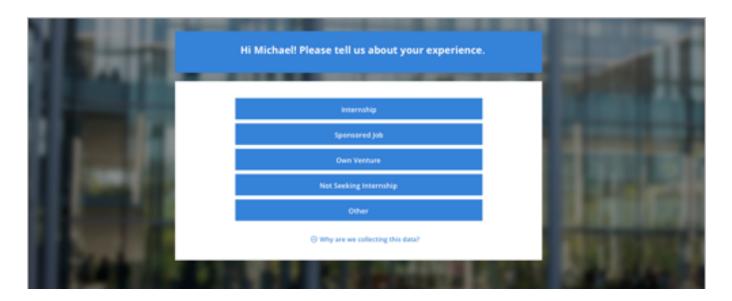


4) After completing the quick survey, the reported Outcome will display in the "Jobs and Job Offers" tab of your profile

You can update your outcome at any time by clicking "Report Experience" button within the "Outcomes" tab of your profile



You may also be prompted to report your outcome status the next time you login. Once your outcome is submitted, you will no longer see the popup at login.





Target Employers/Contacts

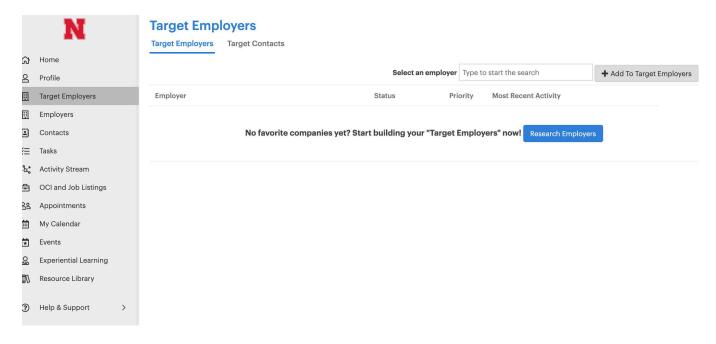
Now let's take a look at how you can build and manage a list of target employers that you are excited about working for. This is a powerful tool for tracking your contact network and excellent for keeping your job search organized. Your very own personal CRM tool built right into 12Twenty!

You can use these tools to track the employers that you are interested in, the jobs you apply for, the status of each application, and any follow-up actions needed. It also lets you track the progress of your professional contacts and networking activities. The effort you put in on the front end will be worthwhile and allow you to stay on top of deadlines so you feel in control of your growing professional network.

1) Let's navigate to "Target Employers" module from the left side nav bar

- From here you can build a list of employers you are actively targeting for jobs & internships
- You can add a Target Employer simply by typing the name into the search bar and clicking the "+Add to Target Employers" button
- You can add any "Notes" and/or follow-up "Tasks" based on your networking conversations or career search updates
- By clicking the "pencil icon" you can track the "Status" and "Priority" of each of these employers (researching employer, interviewing, received offer, etc)

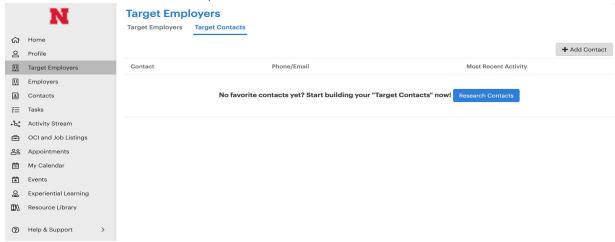
As you go through your job search, re-prioritize each Employer on your list and update your job search status along the way so you never miss a deadline or important task.





2) Use the "Target Contacts" tab in the Target Employers module to track the growth of your professional network

The ability to network successfully has emerged as a crucial job-seeking skill that must be cultivated in order to stay competitive and increase your chances of finding a job. Online job postings often receive hundreds or thousands of applications, and networking is often the key to success. Cultivating long-term relationships helps you gather information, gain exposure, and learn about job opportunities through the "hidden market" created by a network of employers, friends, fellow alumni, and professional contacts.



Assemble a Target Contacts List -

Who do you know in your network that is working in your dream job or who in your network can introduce you to someone who is doing the job you want?

- Start writing down names and you'll be surprised at how quickly the list grows.
- Your network is bigger than you think it is. It includes all of your family members, friends, neighbors, co-workers, former supervisors, alumni, classmates, professors, and more!
- Check LinkedIn to see if you have any connections within the organization to which you are applying.
- Think broadly and continue to add people to this list as you continue your job search.
- When compiling your initial list of contacts, try not to underestimate anyone's potential to be a knowledgeable resource.
- Do not be discouraged if you have only a few people on your list at first; each contact will direct you to more people and the numbers in your networking circle will soon multiply.

Set Up Informational Interviews -

Once you have developed a list of contacts, start reaching out to your network to set up informational interviews.

- An informational interview is an informal conversation with someone working in an area of
 interest to you who can give you information and advice. It is an effective research tool
 and a great way to build professional connections. During the "interview" ask questions
 about their career path and their recommendation for getting started in the field, ways to
 gain experience, other people you should talk to, and tips on finding available jobs.
- The people you know and the people you meet won't necessarily get you a job directly, but they may be aware of openings in that hidden job market.



Add Notes & Task to any Employer and Contact Records



You will be able to document all of your relevant notes, job search actions, and track the networking conversations you are having with employers and recruiting contacts allowing you to more easily follow up on the progress of your job applications.

You will be able to track all of your to-do's and next steps using the "Tasks" module. This is where you can set up appointments, events and schedule critical to-do reminders.

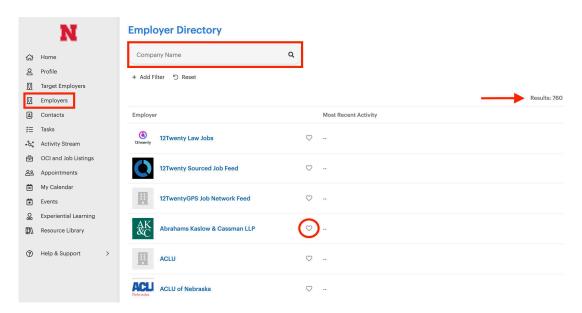


Employer and Contact Directory

This tool will help you learn more about the Employers and Contacts that commonly recruit our students and graduates. These Employers and Contacts support our community in many ways. Some are alumni, others participate in our recruiting programs and events, post jobs, hire and supervise interns, and have hired students into full or part time jobs post graduation. The Career Services office keeps this list updated as new employers join the network.

1) Let's navigate over to the Employers Directory from the left side nav bar

- From this tab, you will be able to see all the employers that your career center has relationships with that are available for your networking and job search success.
- Click on the "heart" icon to add the employer to your "Target Employers" list.



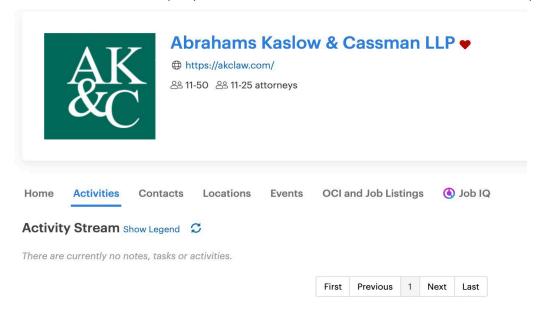
2) Click on the Employer name in the Directory list to explore their "Employer Profile"

• Home Tab: Shows the basic information about the employer.



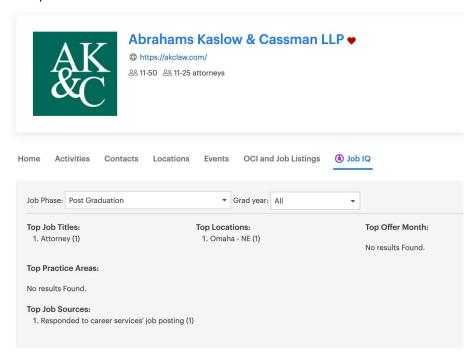


 Activities Tab: Shows a historical view of all of <u>your</u> recruiting activities (notes, tasks, meetings) related to the Employer. You can also see tips and resources shared by your career services employer relations team based on their relationships with that Employer.



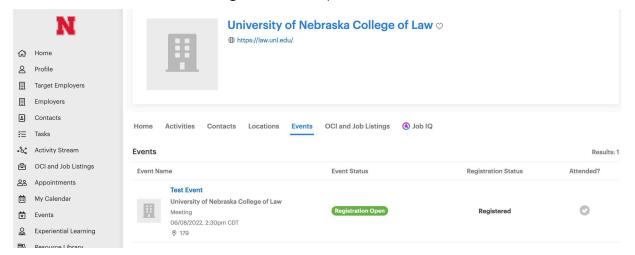
Locations Tab: Shows all of the locations that the Employer has traditionally hired students into from our school. Even if an Employer is global and has multiple locations around the world, a select few of their offices recruit our students and this tab will give you a better understanding of that hiring data.

Job IQ: This syncs up with the "<u>Jobs and Job Offers</u>" we collect in the system to give you a highlight reel of the employers' hiring trends from our school. This data is anonymized and unique to our school.

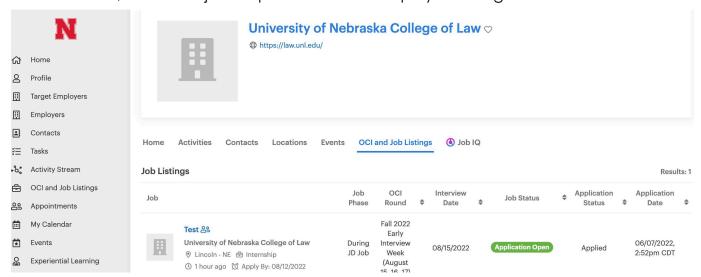




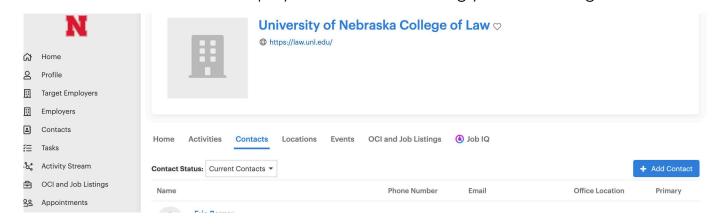
• **Events Tab:** Shows if the employer is hosting or attending any networking or professional development events (past and present). Simply click on the "Event Title" to see more info & to RSVP to that event if registration is open.



OCI and Job Listings Tab: Shows if the employer has any job postings or OCI interview
listings (past and present). Simply click on the "Job Title" to see more info about the job,
interview, and if the job is open to see the employer's hiring criteria.



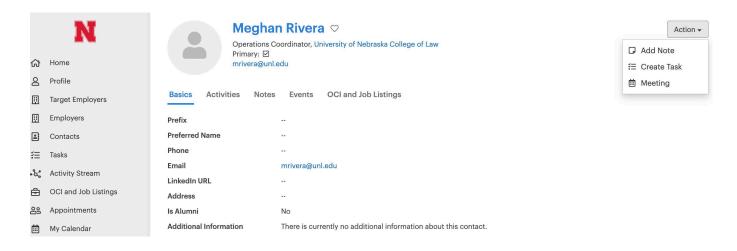
Contacts Tab: Shows you all of the contacts that work for this employer. As you start
building relationships with new Contacts, simply click the "+Add Contact" button to
associate them with the employer and to start tracking your networking.





3) Click on the Contact to explore their "Contact Profile"

- Start tracking your networking relationship with the contact through the "Action Button" to document your **notes**, set up follow-up **tasks**, and keep track of **meetings**.
- Click on the "Heart" icon to add this person to your "Target Contacts" list
- Basics Tab: Shows you the person's contact information and alumni status.



• Activities / Notes Tab: Shows a historical view of all of <u>your</u> recruiting activities (notes, tasks, meetings) related to the Contact. You can also see tips and resources shared by your career services employer relations team based on their relationships with this T

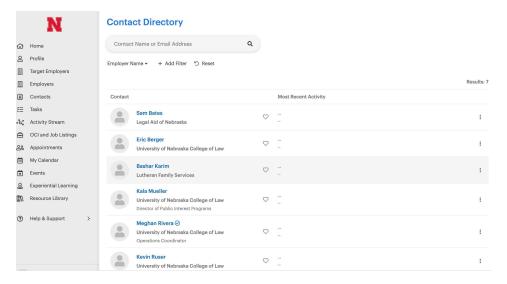


- Events Tab: Shows if this Contact has attended any recruiting events (past and present).
- OCI and Job Listings Tab: Shows if this Contact has posted any job or participated in OCI interviews (past and present).



4) To research more networking contacts, let's navigate to the Contact Directory module

- Here, you will be able to see all the Contacts that your career center has relationships with that are available for you to network with.
- Click on the "heart" icon to add the Contact to your "Target Contacts" list.
- Click the three ellipses, to add notes and tasks right from the Directory list page.
- Click on the Contact's name in the Directory list to explore their "Contact Profile"

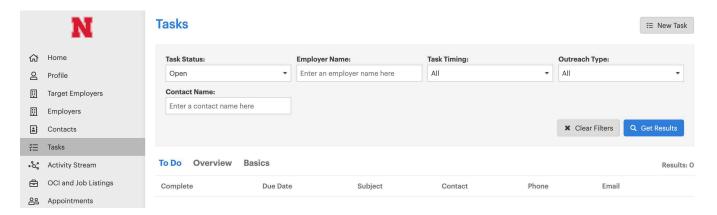


Tasks

The Tasks module is a virtual to-do list that will help you stay on top of your job search: interviews or employers you have not heard back from, the next steps in the job application process, and contacts you need to follow-up with.

1) Navigate to the "Task" module on your side nav bar

 You can complete an outstanding task by clicking the "Complete" button and later see it when you filter for "Task Status = Complete"



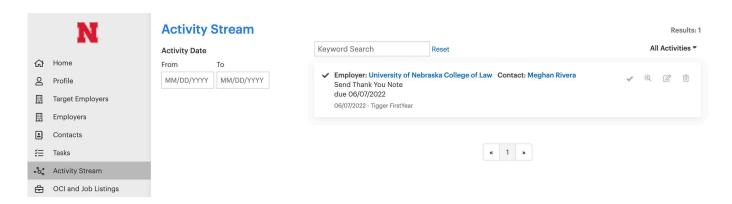


Activity Stream

The Activity Stream page allows you to see all of your notes, meetings, and follow up tasks for every touchpoint with the employers and contacts you are building relationships in one place.

1) Navigate to the "Activity Stream" module from your left side nav bar

- Easily search through all of the active and historical actions taken on employer and contacts using the "All Activities" filter panel on the left
 - This leads to an easy to drop-down read legend that indicates what action was taken and color coded for quick viewing
- Search for specific activities by time frame using the "Activity Date" function
- You may also see tips and resources shared by your career services employer relations team based on their relationships with Employer and Contacts in the system.



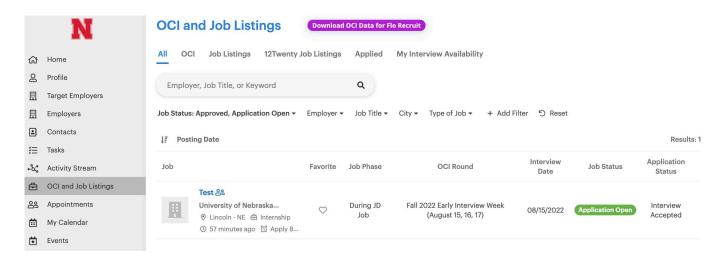


Applying for Jobs

Once your profile is set up, application documents have been uploaded, and you have used the employer/contact directory and research tools to prioritize your job search you can begin to apply to the active job, internship, full time, part time, etc opportunities.

1) Click on the "OCI and Job Listing" module from the left side nav bar

- **All Tab** Shows you every type of opportunity you can apply for. If the listing has an "Interview Date" or "OCI Round" the employer is looking to host Interviews for the listing they have open (these can take place On/Off-Campus and virtually).
- Job Listing Tab Click on this tab if would like to sort for just the job listings.
- OCI Tab Click on this tab if would like to sort for Employers who are partnering with the
 Career Services team to host Interviews for the listing they have open (these can take place
 On/Off-Campus and virtually).
- **12Twenty GPS Tab** The job listings on this tab allow you to see job opportunities from diverse nation wide and global employers. These are sourced and provided by our technology partner, 12Twenty, and usually require you to apply via the employers preferred portal.
- Applied Tab This tracks your applications for listings within the career system.
- My Interview Availability Tab- Here you can block off any times you are not available for interviews with employers so that the careers office does not book you for that time.



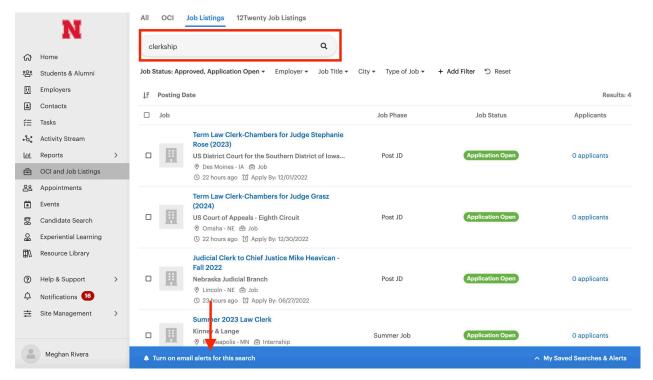
2) Use the "Filters" at the top of the page to search for jobs that match your criteria

- Searching is really robust and allows you to find your target opportunities quickly.
- Target your job search by location, type of job, application deadline, industry or practice area preferences.
- Click on the "heart" icon to favorite job posting you want to come back to later.

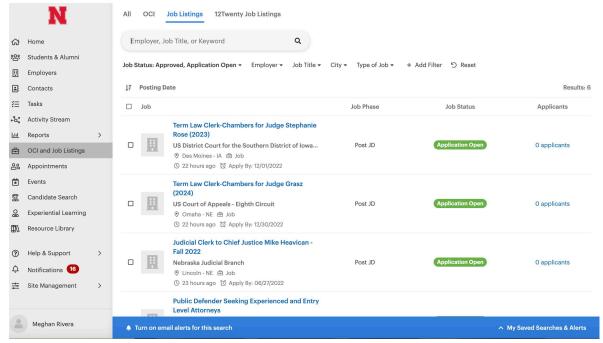


3) Set up "Saved Search Notifications" to get notified via email when new opportunities are available that match your criteria

- You can easily save any search results by clicking the bar at the bottom of the page that says "Turn on email alerts for the search."
- Click the "My Saved Searches & Alerts" button from the bottom right hand corner to give
 your saved search a name and to let us know how often you want to be alerted of new
 opportunities that match your search.
- Easily access your saved searches in the lower right corner via the "My Saved Searches & Alerts" button to update your frequency of delivery and/or delete the saved search.

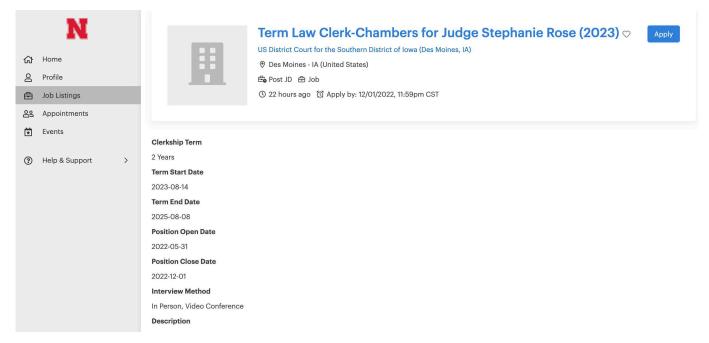


4) Click on the job you want to learn more about to see the application criteria





5) Once you click into a listing you will see all the pertinent information, job description, application deadlines, and application instructions.

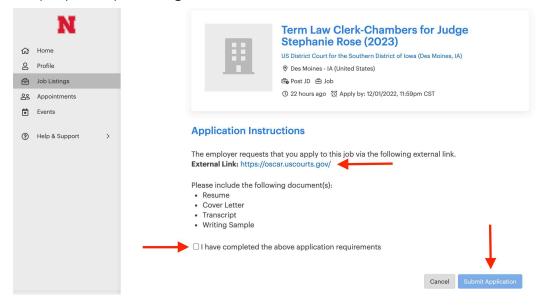


6) Click the "Apply" button in the top right hand corner of the page to submit your application documents.

When the employer is posting the job, they can select from multiple application methods: collect applications via the system or applications by email, fax, external website.

External Application:

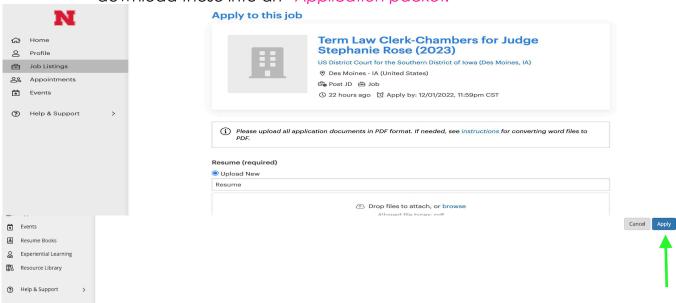
- If the employer has requested to receive the applications by email, fax, or an external website you will see this noted in the pop up window along with the required documents.
- These applications will not be automatically tracked in the careers portal. However, using
 the "<u>Target Employers</u>" module, you can track every step of this application by adding this
 employer to your Target list.





Career System Application:

- If the employer has requested that you submit applications through the system, you will be prompted and able to submit the requested documents on the next screen.
- All required documents must be submitted in order to successfully apply
- You can choose from your existing /pre-saved documents or choose a new file from your computer.
 - Note: Please upload all documents in PDF format to ensure employers can easily download these into an "Application packet."



Don't forget to click the "Apply" button on the bottom of the page to complete your application.

7) Confirmation of Application

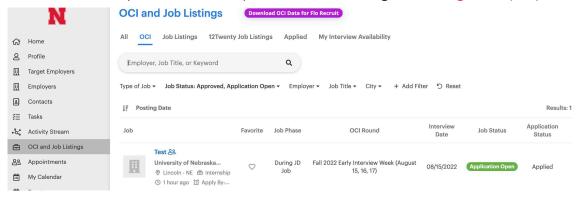
- Once you have officially submitted your application documents and clicked the final "Apply" button at the bottom of the screen, you will see a "Congratulations" page confirming your application.
- You will also receive a confirmation email with a direct link back to this job listing so you
 can continue to edit your application before the application deadline.

Congratulations! You have successfully applied to Test at University of Nebraska College of Law! Pertinent Details Location Lincoln - NE (United States) Primary Job Contact Meghan Rivera mrivera7@unl.edu



8) Keep track of your Applications

- Use the "Applied" tab of the "OCI and Job Listing" module to track the applications you submit directly via the platform.
- If you submitted a job application via an external method like email, fax, postal mail, or an external website you should keep track of this using the "<u>Target Employers</u>" module.



Navigating OCIs

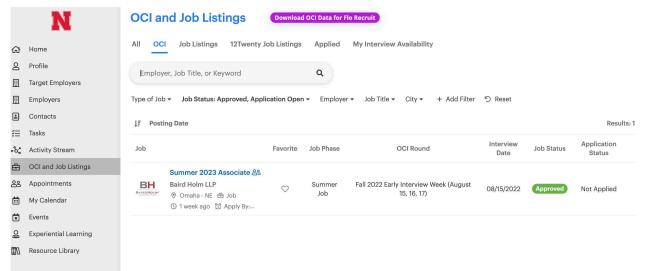
Employers who often partner with the Career Services team to host Interviews for the listing they have open (these can take place On/Off-Campus and virtually). Every year we have a handful of employers that come back to participate in these recruiting programs called "OCIs." Let's take a look at how to apply for an interview with employers participating inInterview Programs.

1) From the "OCI and Job Listings" module click on the OCI Tab

- **OCI Tab** -This tab allows you to sort for just the OCI listings. On the screen below, you will see all the OCI opportunities available to you.
- **OCI Round** We may host multiple Interview programs every year. This column will notify you of the OCI Program the employer is attending.
- Interview Date In the search results you will see the employer's interview date.

2) Identify the employers you want to apply to interview with during OCI

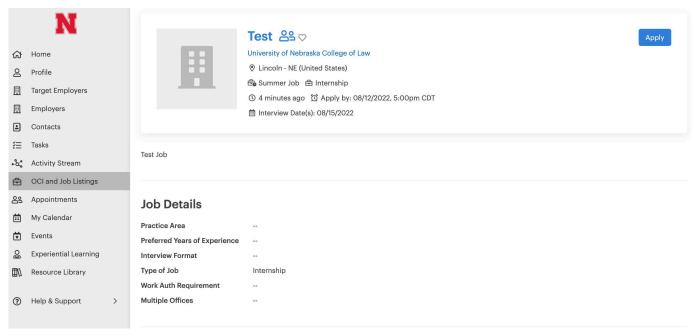
- Use the "filters" to target your search by location, OCI Round, interview date, industry, etc.
- Click on the "heart" icon to favorite a listing.





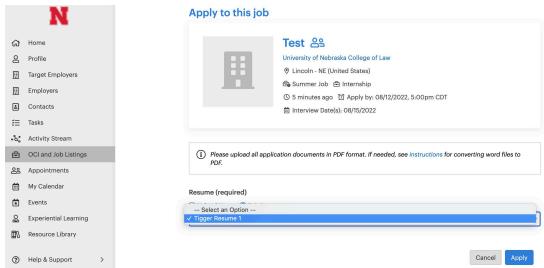
3) Once you click into an OCI listing you will see all the pertinent information and interview requirements

- You'll be able to see the employer's interview and hiring criteria, application deadlines, and the application documents that are required to apply to interview with the employer.
- Click the "Apply" button in the top right hand corner of the page to submit your application documents directly through the system.



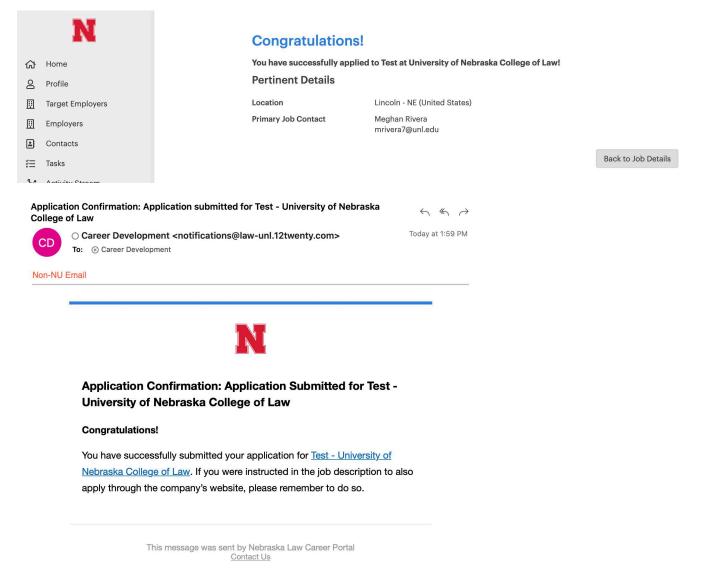
4) On the next screen, you will be able to upload your applications documents

- All required documents must be submitted in order to successfully apply for the OCI.
- You can choose from your existing, pre-saved documents, or choose a new file from your computer.
 - Note: Please upload all documents in PDF format to ensure employers can easily download these into an "Application packet."





- 5) Once you have officially submitted your application documents and clicked the final "Apply" button at the bottom of the screen, you will see a "Congratulations" page confirming your application.
 - You can edit your application materials before the "Application Deadline by clicking the "Back to Job Details" button.
 - You will also receive a confirmation email with a direct link back to the listing so you can continue to edit your application before the application deadline.



6) Check the status of your OCI applications

- You can check the status of your applications and interviews from the "Applied" tab of the "OCI and Job Listings" module.
- You will also receive emails throughout the Interview Program with a direct link to the OCIs so you can take the next steps at the right time.
- After the application deadline, the employer will receive your application materials and make a decision on the students they want to interview.



7) Once you have been extended an offer to interview, you will need to pick an interview time

- If you are extended an interview, you will receive an email prompting you to log into 12Twenty to pick your interview time.
- You can click the link in the confirmation email or navigate to the OCI listing from the Applied tab to select an interview time.

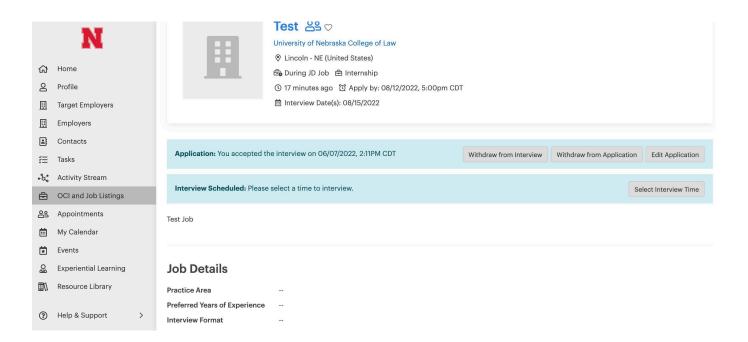


Interview Invitation for Test - University of Nebraska College of Law

Dear Tigger FirstYear,

Congratulations!

You have been invited to interview for <u>Test - University of Nebraska College of Law</u>. You need to accept or decline this invitation as soon as possible via Nebraska Law Career Portal.

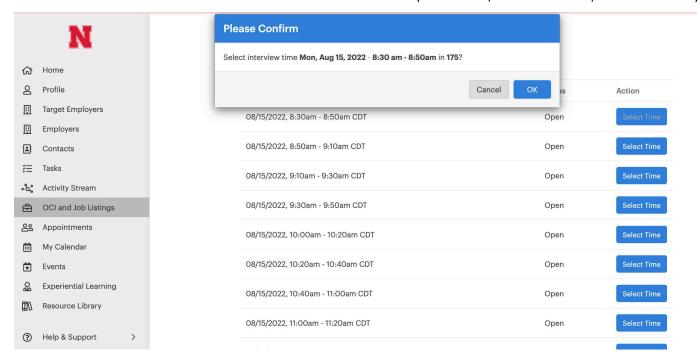


Note: If you are an alternate and have moved up into an alternate slot in the selection process, you will be notified via email. Please follow the instructions for selecting your interview time.



8) Select your Interview Time on a first come, first serve basis

- You will see a list of all the available interview slots and you can pick your desired interview time by clicking the "Select Time" button.
- Once you have selected an interview time, you will receive an email confirming your interview time and the location of the interview (On Campus, Off Campus, or Virtual).





Sign up to Interview for <u>Test - University of Nebraska College</u> of Law

Dear Tigger FirstYear,

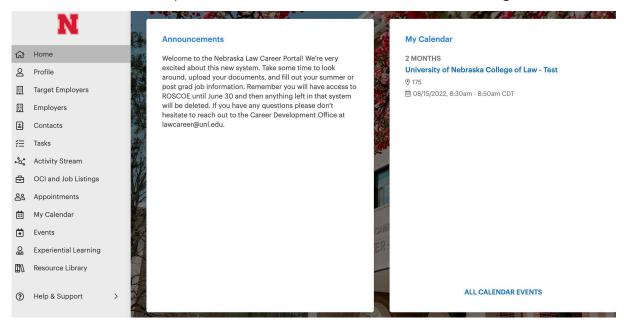
This email is to confirm that you have signed up to interview for Test - University of Nebraska College of Law.

Please click here to see details.



9) Final Schedule Notification

- Once the administrative team releases the final interview schedule you will receive one final email confirming your interview and time.
- The interview will also appear on the "Upcoming Tile" of your <u>Homepage</u> and in the "My Interview Availability Calendar" tab of the "OCI and Job Listings" module.

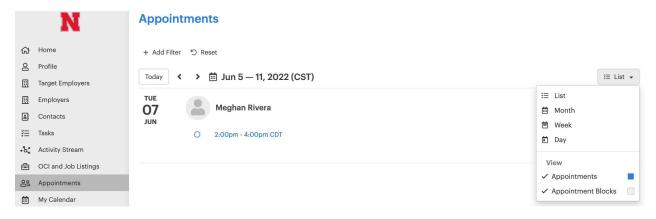


Appointments

The Appointments tool will help you stay connected to your career advising team - whether on-campus or virtual. These one-on-one meetings can address all aspects of career planning including: resume and cover letter drafting, application procedures, market and employer information, industry/practice area career exploration, interview preparation, salary negotiation, and professional development.

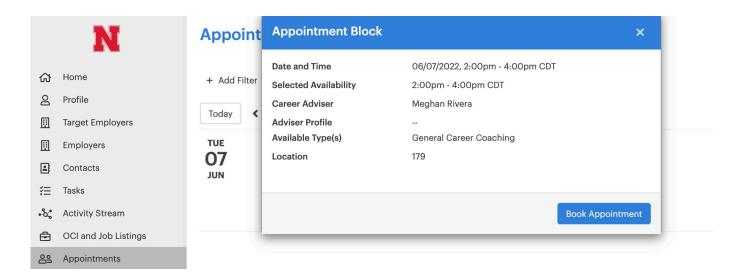
1) Let's navigate to the appointments module from the left side nav bar

- From here, you can navigate to your preferred date, career coach, or type of appointment.
- You can also toggle between different views (List, Month, Week, Day).



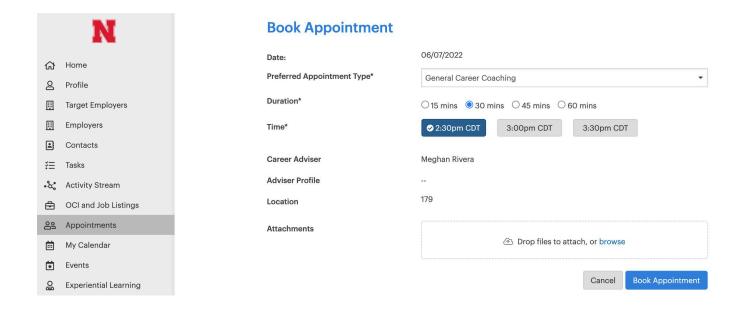


2) Simply click on your preferred appointment block/time and the "Book Appointment" button



3) Next fill in the quick appointment form so your counselor knows how to prepare for the meeting

 Select your preferred appointment type, time, see all pertinent information about the career coach, and provide additional information to help your coach better understand your appointment needs.



In the above example, we are booking a General Career Coaching appointment with Chandler at 1:30 pm. The appointment will be held virtually via Zoom. Chandler's Zoom link is placed in the "Advisor Profile" section of the appointment request.



4) Don't forget to add a supporting document as an attachment!

- The "Attachments" area is excellent for notifying your career counselor about the
 employment opportunities you are considering, resumes, cover letters, documents that
 need to be reviewed. This allows you to maximize the time you have with your counselor.
- Simply drag and drop any relevant attachments or choose a file from your computer.

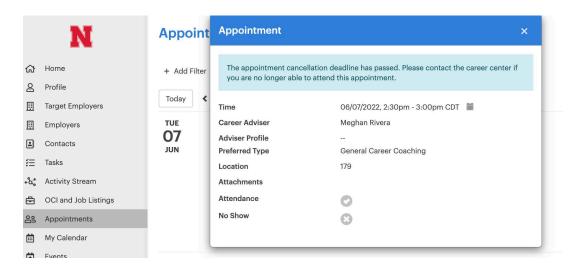
5) Add the appointment to your personal calendar

After you book your appointment - you will receive a confirmation email with a calendar
invite so you can add the Appointment to your personal calendar.



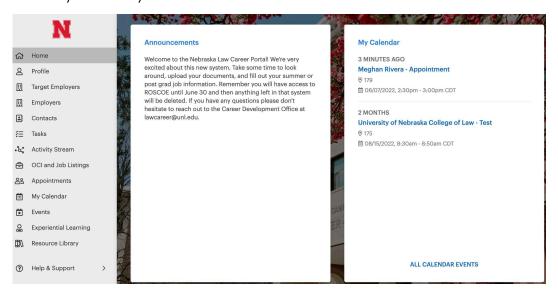
Your counseling appointment is scheduled for Tuesday, June 7 at 2:30pm. We look forward to chatting with you!

 You can also add this appointment to your personal calendar simply by clicking on the appointment block you just booked and clicking "calendar icon" next to the appointment date and selecting your calendar type from the dropdown.





 Lastly, the booked appointment will show up on the "Upcoming" tile of your homepage to easily remind you!

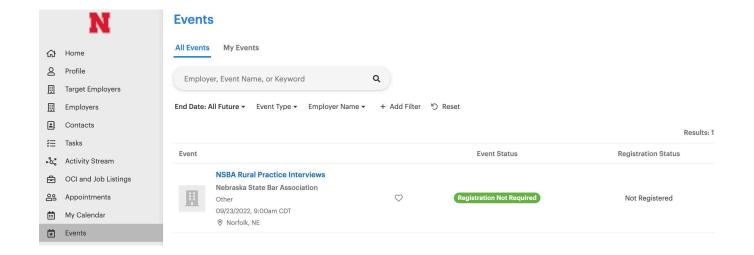


Events

In the events module, you can register for upcoming events (i.e. Workshops, Webinars, TedTalks, Employer Presentations, Resume Review Groups, Career Fairs, Mock Interviews, etc)

1) Let's head over to the Events module from the your side nav bar to see all of the upcoming events (On Campus, Off Campus, and Virtual)

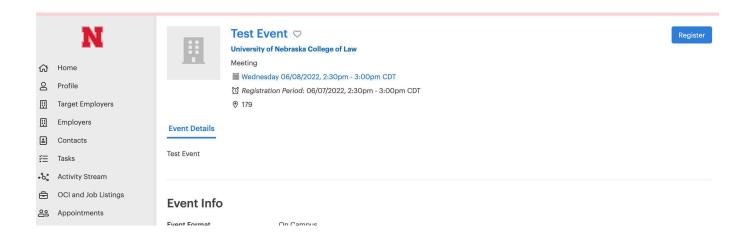
 Here you can apply filters to target your search, for example: add the "Event Type = Job Fair" filter to quickly find the job fairs available.



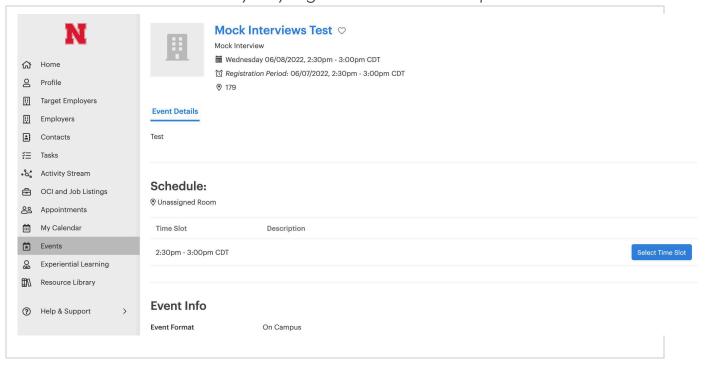


2) Clicking on the name of the event, opens the event details page.

• From here, you can click the "Register" button in the top right hand corner to RSVP

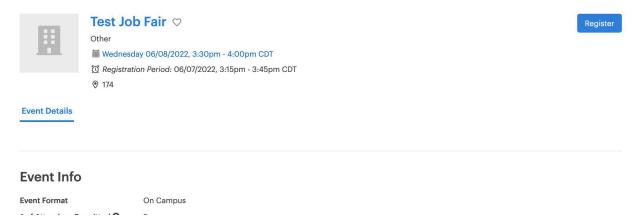


- + Some events are "time-slotted" like Mock Interviews and Coffee Chats so you'll be able to register for a specific time instead
 - On the Event Details tab of a "time-slotted" event, you will click "Select Time-Slot" button to select your time
 - Note: Students may only register for one time-slot per event.



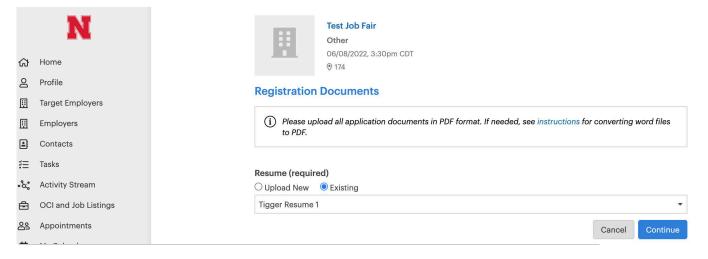


- + Some events like Job Fairs allow employers and students to register for the event which gives you the opportunity to see a list of all the employers that plan to attend the event. This allows you to do your research before the event start date.
 - On the Event page, you will be able to click on the "Employers" tab of the event to see and search through a list of all attending employers

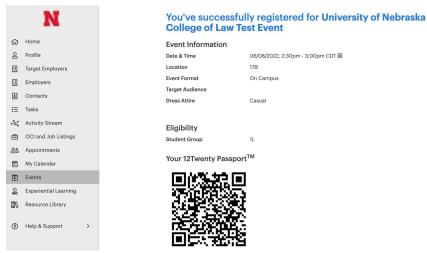


3) Submit required Event registration documents (as needed)

- Some events may require you to submit a document to confirm your registration.
- Once you have clicked to "Register" for the event, you will be prompted to upload the necessary document(s) on the next page.



4) Once you are registered, you will see a confirmation screen





4) You will also receive a confirmation email with your 12Twenty Passport attached (if enabled) and you can add the 12Twenty Passport, QR code, to your mobile (Apple Wallet or Android Pay)

- The 12Twenty Passport can be used for easy check-in to any event or appointment you booked in the system.
- Simply present the 12Twenty Passport and a school admin can scan the QR Code to check you into the event and appointment.

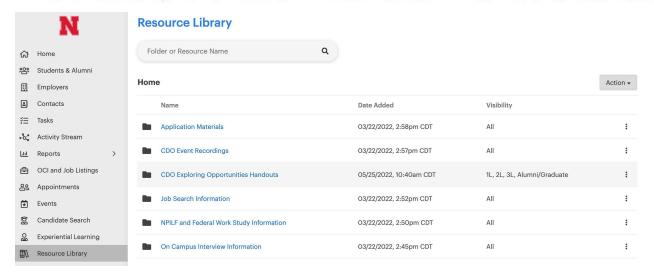


Resource Library

This powerful tool will allow you to access helpful career resources such as recorded webinars, interview best practices, job search tips and much more! It is a one-stop-shop for all the resources you need to be successful as you navigate your career. Refresh the "Resource Library" frequently so that you can see updated tools and tips.

1) Navigate to the Resource Library from the left side nav sidebar

• From here you can click on a folder to further see the content within the folder.





2) Click on any of the resources within the folder to be redirected to that specific resource

- In the example below, we clicked on the "Virtual Recruiting Success Resources" folder and then navigated to "Interview Best Practices" link.
 - o Clicking the link, leads us to a video and an article by Forbes.com

