

New tool for HR is "Max" – from NAS, InfoLink Hannibal.

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**New tool for HR is "Max" – from NAS, InfoLink & Hannibal.**

**By Scott G**

New tool for HR is "Max" – from NAS, InfoLink & Hannibal. by Scott G

NAS Recruitment Communications, Hannibal Inc. and InfoLink Screening Services Partner to Provide HR Communications and Web-Based Recruiting with Integrated Background Screening

Three highly respected names in Human Resources have joined forces to provide companies with a revolutionary blend of services that make the hiring process more efficient and effective. The new product is called "Max," and it is user-friendly even as it takes HR productivity "to the max."

A new tool for human resources has emerged from a partnership of three companies: NAS Recruitment Communications, a recognized leader in the specialized field of human resource communications, Hannibal, Inc., a software development firm specializing in recruiting automation solutions, and InfoLink Screening Services, Inc., a nationwide leader in employment background screening, drug testing and physical exam services.

The three companies' services, each of which may be utilized separately, are now available through NAS's new web-based recruiting tool called "Max." Max makes it easier for HR departments to source, match, screen and hire quality employees. One of the primary benefits of Max is the ease with which recruitment ads can be placed and tracked.

"Companies of every size can count on Max for the simplest and most efficient recruiting assistance in the industry," stated Don Sabatino, Vice President of NAS Recruitment Communications. "Max is not a typical applicant tracking system (ATS). Unlike the traditional ATS approach, which can take months to fully set-up and integrate, Max will be up and running in a matter of days."

Max installs easily, is updated automatically and provides a full range of sourcing, screening, and organizational functions that are ideally suited to the needs of today's modern Human Resources executives. Max is also available in a tiered format to fit the exact requirements and budgetary commitments of every HR department. Key components include the following:

New tool for HR is "Max" – from NAS, InfoLink Hannibal.

- \* An innovative interface for selecting and posting recruitment ads to print publications, job boards, career sites and internal referral sites
- \* A customized library of job descriptions
- \* Powerful filtering and ranking technology
- \* Resume pool management, candidate tracking and reporting
- \* Seamless Integration with InfoLink Screening Services for background checks

A strategic partner in the release of Max is InfoLink Screening Services, a leading provider of background screening, drug testing and physical exams of job applicants and employees. InfoLink has a strong reputation for providing exceptional service and fast turnaround of information, as well as ensuring its clients screening practices are legally compliant.

"InfoLink's Integrated Background Screening™ and easy-to-use web-based solution enable Max users

to eliminate duplicate data entry and data entry errors, increase efficiency, and reduce cost and time-to-hire," stated Barry Nadell, President and Co-Founder of InfoLink Screening Services. "Our combined strengths give HR departments total control in recruiting and background screening their job applicants."

#### NAS Recruitment Communications

NAS Recruitment Communications is recognized as a leader in the specialized field of human resource solutions. As part of the McCann Worldgroup, we offer a network with global, national and local-market expertise. HR departments are able to benefit from our proprietary Demand Chain, a process map that creates the foundation and traction to lead superbly talented people to our Employer of Choice clients. For more information, please call NAS Los Angeles at (818) 906-3313 or visit <http://www.nasrecruitment.com>.

#### Hannibal, Inc.

Pioneering numerous advancements in electronic recruiting, Hannibal, Inc. emerged as an industry leader by developing HR technology that provides valuable, cost effective and efficient services at the touch of a button. Hannibal's continued goal is the development of products that anyone can use, regardless of computer literacy level, Internet skills or knowledge of recruiting laws and practices. For more information, please email [info@hannibalinc.com](mailto:info@hannibalinc.com) or visit <http://www.hannibalinc.com>.

#### InfoLink Screening Services, Inc.

InfoLink Screening Services is a leading provider of employment background checks, drug testing and physical exams. Thousands of companies nationwide, from small businesses to Fortune 500's, rely on InfoLink's exceptional service, fast turnaround, legal compliance and accurate reports. InfoLink's easy-to-use web-based solution enables easy order entry, status tracking, hit notification and secure archiving. Its drug screening and physical exam programs include a nationwide network of thousands of collection sites and clinics, secure online reporting and consolidated billing. InfoLink's comprehensive employee screening services and seamless integration with Human Resource software increase efficiency and enable businesses to Hire with Confidence. For more information, please call (800) 990-HIRE (4473) or visit <http://www.infolinkscreening.com>.

New tool for HR is "Max" – from NAS, InfoLink Hannibal.

For a product demo or more information, please contact Greg Rousseau, NAS, 818–906–3313; grousseau@nasrecruitment.com.

Scott G writes on many subjects, including advertising, PR, and music.

## **In PR, You Must Choose Your 'Enemy' Wisely**

**By Rusty Cawley**

### **In PR, You Must Choose Your 'Enemy' Wisely by Rusty Cawley**

When the great Carthaginian general Hannibal was just a boy, his father forced him to declare his undying hatred for Rome. After his father's death, Hannibal used that rage to propel him in a lifelong battle with the emerging Roman Empire.

Hannibal crossed the Alps with his army and its elephants. He defeated the Romans in battle after battle. Unfortunately for Carthage, Hannibal was wonderful at winning battles, but incompetent at winning wars.

After Hannibal's death, Rome took its wrath upon Carthage. The Romans destroyed the city, sold the inhabitants into slavery and sowed the land with salt so that no city could ever rise on that spot again.

The story of Hannibal points out two truths about developing a singular identity. First, it helps to choose a well-known enemy. Two thousand years after his death, Hannibal still ranks with Alexander, Caesar and Napoleon as one of the most famous generals of all time. (Just as Hannibal had Rome as his enemy, Alexander had Persia, Caesar had Pompey and Napoleon had Wellington.)

Second, it is important to choose the right enemy. By choosing Rome, Hannibal selected an enemy he could not defeat, an enemy he was forced to fight on its home turf, and an enemy that was so ruthless that it wiped Carthage from the earth.

So what is the right enemy?

To begin, it's important to realize there are two kinds of useful enemies.

The first is competition.

If you are anything less than the No.1 brand in your category, then your competitive enemy is whoever is on top. For Pepsi, the enemy is Coke. For Oracle, the enemy is Microsoft. For Reebok, the enemy is Nike.

If you are clearly the No. 1 brand, then your enemy is the No. 2 brand. You can't declare war on everyone. You must define your enemy to get any use out of your enemy. Always try to define the battle as No. 1 versus No. 2., and forget everyone else.

New tool for HR is "Max" – from NAS, InfoLink Hannibal.

The second kind of useful enemy is a public problem. This type of enemy gives you the opportunity to define your identity by seizing an issue.

Declare war on illiteracy, or on disease, or on famine. Take on any significant public problem that appeals to you.

But make sure of three things:

1. Your company has a logical, apparent connection to the cause. Exxon Mobil is contributing funds to help save endangered tigers. This is logical, given the long history of Exxon's mascot, the Exxon tiger. Yes, it's tenuous. But it's logical, and that's what counts.

2. Your company has the resources to make a significant impact on the problem. Don't take on hunger in Africa if you lack the time, money and resources to actually help alleviate hunger in Africa. You want a cause that is large enough to register with the public, but one that isn't so large that it straps your company or makes it look foolish.

3. Your company can remain committed to the cause for the long haul. How long? For all practical purposes, forever. The last thing you want is to become known as the company that used to do that very important thing that really helped the community, but quit.

Now you may ask why it's so important to have an enemy. Because we are defined by our rivals.

In the world of boxing, Joe Frazier was defined by his rivalry with Muhammad Ali. Among airlines, Pan Am was defined by its battle with TWA. Among department stores, Macy's was defined by its war with Gimbel's.

David was defined by Goliath.

Churchill was defined by Hitler.

The Hatfields were defined by the McCoys.

If you want to create a singular identity, you must contrast your position with a rival. You need an enemy.

Don't wait for an enemy to appear through happenstance. Find the right enemy and declare war now.

Copyright 2003 by W.O. Cawley Jr.

New tool for HR is "Max" – from NAS, InfoLink Hannibal.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**