

The demand for skilled labor in the first half of 2009. The help wanted classified ads

The present paper wants to bring to the attention of the scientific community an original contribution on the theme of the question of qualified job that "it passes" through the channel of the insertions on the daily press.

The search analyzes the use of a formal channel, to notice the course of the application of qualified professions from the enterprises.

The analysis of the data related to 2009, has offered the opportunity to read the signals of the economic and financial crisis in action to the authors and to propose an ampler reflection on the causes that have conducted to the development of the same crisis. In this optics the contribution represents a new exploitation of the distinctive characteristics of the investigation that boasts a series historian ultraventennale. In the first paragraph him from account of the courses and the comparisons on semestral base, of the insertions to form in the first semester 2009. In short way the general economic picture of the last years is delineated. More particularly him from account of the Italian situation, that, with a certain weary of time of delay has, substantially follows the world dynamics.

In the second paragraph an analysis of great detail is found, devoted to the different territorial and economic contexts that have influenced, in different way, the contraction of the datum.

The third paragraph contains a most specific reading of the data devoted to the restructuring of the entrepreneurial system, to the areas and business functions that withstand the crisis to the choices that the system relatively operates to the contracts to stipulate with the manpower: the appeal to the temporary ones, to the societies of administration.

The fourth paragraph is devoted to the barometer of the professions, analyses devote a focus to the temporary workers and the territorial areas.

The last paragraph is devoted to the analysis of the value of the insertions. The publication of an advertisement in a newspaper is a sort of investment by the company that decides to rely on this particular search channel, compared to a cost of several hundred dollars: the cost is therefore essential that addresses this, being to opt for everyday printing rather than alternative means of recruitment.