External Recruitment
Successful advertisements do not attract a huge number of applications but rather a smaller number of very suitable applicants. They should have the following characteristics:

- the applicant should recognise what the job is, skills and knowledge required and where it fits in the organisation
- it should attract the applicant’s interest and present a favourable image of the organisation
- it should be clear and distinct, so that unsuitable or unqualified people are deterred from applying
- the applicant should be motivated to make an application

RECRUITMENT
External sources

Advantages
- a greater selection of applicants can be created
- process is more compatible with EEO
- forces existing employees to compete by keeping skills and education up to date
- introduces new prospectives and skills into the organisation
- it is often more economical to hire employees from outside the organisation

Disadvantages
- evaluation of past work history is more difficult
- recruitment process can be difficult and time consuming
- new employee adjustment and orientation takes longer
- may create friction among employees who are over looked.
- the new employee may not suit the organisational culture.