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## Apple 'Stealing' Other Companies' Employees

### *Apple recruiters on the hunt for exemplary working folks*



Apple recruiting card  
ifoAppleStore

**Apple** has started a somewhat aggressive initiative to nab good working citizens from other companies using enticement cards saying "You're amazing. We should talk." Existing Apple Store employees are encouraged to hand these cards to whomever they bump into that seems appropriate for a position at the Apple Retail Store. From the ifoAppleStore report: "Apple's retail store recruiters are reaching out to employees of other companies, and handing them an enticement card to say, 'You're amazing. We should talk.'" There is more to the business-sized card, of course. On the back, a short message explains why the Apple staffer handed the card. Here's what it says, as the image above also reveals: "Your customer service just now was exceptional. I work for the Apple Store and you're exactly the kind of person we'd like to talk to. If you're happy where you are, I'd never ask you to leave. But if you're thinking about a change, give me a call. This could be the start of something great," the message ends. Apple's Retail Store staff has grown substantially lately, with expansion plans having accelerated this fiscal year, especially in international locations, the folks handling news and information about Apple Inc.'s retail stores say in their report. This has prompted Apple high-ups to put pressure on recruiters "to keep up with the demand for high-quality recruits." Currently, there are about 12,000 folks hired at Apple Retail stores worldwide. It may seem like a lot at first but, given that each year sees 35 to 40 stores opening worldwide, some 2,400 additional employees are needed annually. Just below the friendly message, the card reads "contact me or go to [apple.com/jobs](http://apple.com/jobs)." Note: this doesn't mean you'll get to see Steve Jobs in person. Also, Apple recruiters hand the cards only to those they meet on a daily basis, so they know you weren't just having a good day.