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Is the business card dead?

Should you have business cards made when you're looking for a job? Is it worth the expense? Do people keep them, or are they discarded -- or worse yet -- are they viewed as old school?

[Are business cards dead?](#)

There appears to be mixed feelings on this topic. While business cards are a traditional way to market a business, there are those who feel keeping track of cards can be a waste of time when the information can be stored electronically.

I am not sure there is right or wrong answer. The main goal is to have your information available.

There is a difference between a [networking card](#) and a business card.

A card used during your job search can have a different look than one used to market your business. Some job-search consultants advise job seekers to develop a card that basically is a commercial that sells your skill set and accomplishments.

A job-search card serves the purpose of selling and branding your skills. You want the recipient to hang on to it and recall what you're interested in pursuing.

A [business card](#) states your title, company and contact information, and exchanging business cards is one of the most common networking techniques. The salutation at the end of an e-mail message often resembles a business card.

Avoid putting too much information on a networking card. A good card, whether it is for job searching or more traditional business needs, should reflect good taste.

What do you think? Are business cards really dead?