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## Get Hired in a Tough Market: Insider Secrets for Finding and Landing the Job You Need Now

AlanDe Back, AlanDe Back

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in a  
**Tough Market**

**INSIDER SECRETS TO FIND AND LAND THE JOB YOU NEED NOW**

- ✓ Why résumé websites don't work—and what does
- ✓ Discover networks you never knew you had
- ✓ Tailor your skills to the market—without going back to school

**ALAN DE BACK**

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same thing but this book contains tips and guidance that you will need and use. The information contained inside is very practical and insightful as to what the employers are looking for in this market. It lets you know what happens to your application and resume once you have submitted it. It also guides you on how to land the job and find the one that is right for you. To be honest, you will not find a job just by buying this book and reading it. You have to read the information and do the work required by the worksheets. It will guide you through the process and give you the ability to establish your network, build your resume and present the right face to the employers. It does require work on your part but it helps you through it as if you had an advisor sitting beside you. It is clear from the information that the author has experience in this field. His writing is very easy to follow and understand. I personally have used this information and it has enhanced my career and my future. I cannot recommend this book enough. And despite the title, the information contained herein will help you in both the good and bad markets. I plan to use it whenever I am looking at my career or considering a change in the future.

5 of 6 people found the following review helpful. Good book, but SO sexist. By matttail This book has proven to be a good reference for me. I, like the other reviewers here, found many helpful sections. The book is divided into two major sections; writing a good resume and going through the interview process. The first section of the book starts with having you write a one minute commercial about your self. You'll use the commercial in writing the summary for your resume, in networking, and in the interview to describe your self. I am practicing mine today. The book also give you lots of good suggestions on what should be in your resume and how you might format it. There are only a few resume examples, none of them applying directly to me which made it a little hard to apply the information presented to my resume. Next is the networking and interview sections, both are good. The author tells you that you can't post just on Internet job boards to get a job, you'll have to get out there and network. He gives you suggestions and tips on how to network at everything from neighborhood meetings, to job fairs, to large conference meetings. You work with that one minute commercial here again, using it as a way to quickly introduce who you are and what you do. All the information in the book makes sense. I think it's all good advice. The book lost two stars for being incredibly sexist though. The author uses two characters to serve as examples of good and bad ideas. Mary does things wrong every time, and Kevin is perfect. Beyond that Mary is not just wrong, she is stereotypically the ignorant woman. She is going to go to her interview, and decides "I think I will wear my bright pink suit. That should really stand out and shake up that stodgy place." In another example Mary prattles on about her self for more than 5 minutes in an interview, talking about where she was born and giving a biography of her life. In a final example, Mary is at a social work event and meets someone who might have a job for her. The person asks Mary what kind of skills she has, all Mary can say is "...I'm awfully good with people. I like people and people really seem to like me. That's all I can really think of at the moment." Kevin on the other hand is smooth, perfectly dressed, articulate, and in pretty much every way perfect in every example. The author should have had his characters switch roles every time. One time Kevin can get it right, and one time Mary can do things right. This is just plain sexist. The book could even get by with out any character examples. It was a little difficult for me to look beyond this to the content of the book, but my wife couldn't. If you decide to read this book be prepared to look beyond the blatant sexism.

Want that job? Then make employers want you! Cutting-edge strategies that make you stand out--and blow your competition away! In an uncertain market, job seekers need to use every tool at their disposal to find the right position. From the pre-work that gets you off on the right foot, to approaching opportunities from multiple fronts, to interviewing and negotiation, career expert Alan De Back reveals the secrets to getting hired fast in a changing marketplace. You only have one minute to sell yourself The most important element in your job search is to learn to market yourself successfully. Using the one-minute commercial featured in *Get Hired in a Tough Market*, you'll learn how to put together an effective, concise, and customizable presentation that gives potential employers all the reasons they need to hire you. Filled with worksheets, templates, checklists, and examples to provide leadership and support along the way, *Get Hired in a Tough Market* shows you: How to match your skills to those desired by employers--without going back to school Where to look for contacts you didn't even know you had How to properly leverage social networks--so your efforts won't backfire How to pitch yourself to potential employers so they'll never forget you You'll learn the best ways to network, pursue leads, and make things happen! With the hard-won wisdom in this indispensable guide, you're sure to be the next one hired--and an asset to your new team. Alan De Back is an experienced career counselor, learning consultant, and speaker based in the Washington, DC, area. He develops and provides learning solutions for clients nationwide that help them achieve their career goals.

About the Author Alan De Back has over 20 years' experience as a career counselor and trainer in the corporate, academic, and government arenas. His clients include the American Management Association, the American Psychological Association, the Department of Defense and the Virginia Employment Commission.