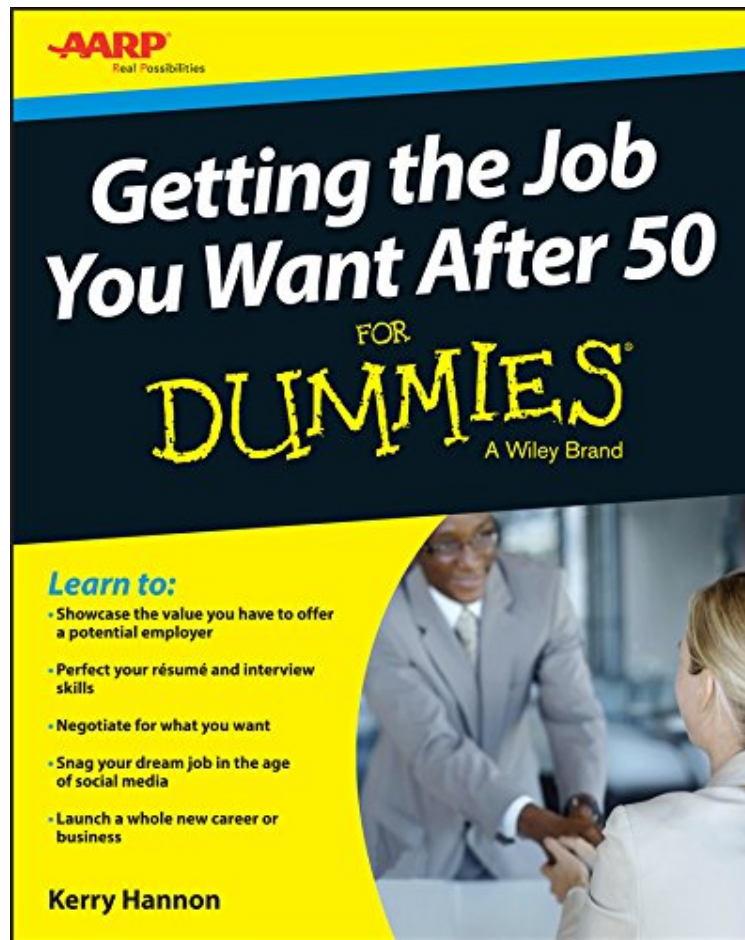


## Getting the Job You Want After 50 For Dummies

Kerry Hannon

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**Kerry Hannon : Getting the Job You Want After 50 For Dummies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Getting the Job You Want After 50 For Dummies:

115 of 120 people found the following review helpful. Useless at best, deceptive at worst  
By Dr. Cathy Goodwin  
It's hard to know where to start. This book is endorsed by AARP and it's one reason I'd never pay them a dime. I've yet to see anything good coming out of AARP on the subject of employment. Perhaps the most egregious example comes when the author lists "ten great jobs for workers over 50." She says she chose them because of growing demand, which should translate to opportunities; and "you're probably qualified right now to do any of them, although you may need to get a certification to prove it." If that isn't chirpy-talk, I don't know what is. For some of these jobs you need a lot more than an easy-to-get certification, and all call for skills and aptitude. The statement that "you're probably qualified right now to do any of them" is a bare-faced lie. The 10 are patient advocate (probably the most realistic, although not bursting with opportunities, and you need extraordinary people skills); translator/interpreter (hello - didn't she say "probably qualified?"); certified financial planner (you need a ton of education PLUS you market yourself to find clients); home modification pro (skilled contracting required); fitness trainer (are you serious?); massage therapist

(she admits "500 hours of study or more" plus you've got to love touching people); eco-landscaper (a highly specialized field); independent contractor (which covers anything from dog-walking to consulting with Fortune 500 companies); accountant/financial manager (degrees, anyone?); dietician/nutritionist (you need at least a BA and probably an employer, which means facing down age discrimination). Just because skills are in demand doesn't mean that employers will hire a perfectly qualified senior. Even people over 40 who attend intense coding boot camps, preparing for a field where workers are urgently needed, encounter age prejudice. Many companies will retrain a younger person, redefine the job or settle for someone less qualified. It is very, very difficult to get around age discrimination. Like many career planners who target senior citizens, Hannon confuses services FOR the elderly with services BY those over 50. Fitness training for seniors and retrofitting a home call for specific skills and many people don't care who they hire. Just because you're over-50 doesn't mean you want to work with the elderly or that you're specially qualified to do so. Retrofitting a home is about home building skills. Like AARP, this book assumes people over 50 are desperate and not interested in real jobs with salaries, raises and promotions. On p 95 she refers to "the Peace Corps actively recruits retired leaders to be volunteers for short-term shifts." The Peace Corps isn't a job and rarely is a gateway to a job, especially for someone who's older. It's competitive to join the Peace Corps. And after two years, you're back to where you started. And some of the comments are downright funny, if they weren't so insensitive to a serious problem. For instance, also on p 95, we see: "Some schools make a special effort to appeal to older workers. Penn State University, for instance, has a retirement community on campus that offers residents free college classes and priority tickets to games. For culture buffs, the Penn State Center for the Performing Arts presents music, dance and theater." What this says is Penn State is happy to take money from retired seniors, not hire them. Didn't anybody edit this book for content? The problem is AARP in general (see the big red letters in the corner of the cover?) and this book in particular, stereotype the over-50 set in a particularly cruel way. They assume that people in this age group are united by age, so we get lists of potential positions and places to look for work that are completely unrelated. Huge waste of time. The most realistic recommendations are in the area of pet sitting, dog walking or pet grooming. My dog walker earns a great living. If the dogs love you, the clients will too. I borrowed this book from a library, as research for something I'm writing myself. Otherwise I'd be tempted to burn it or tear it up into small pieces to line the cat box. I suggest you skip this book and head over to community colleges or the SBA to take classes in entrepreneurship. You'll still face age discrimination from clients, but you'll have zero opportunity if you wait for employers to hire you. And once hired, often you're brought in at a lower pay rate, which means you're disrespected from the very beginning. 3 of 3 people found the following review helpful. One Star By volsloverwaste of money. Nothing more than common sense here as to a strategy 2 of 2 people found the following review helpful. Two Stars By CustomerToo basic

Your guide to navigating today's workplace and snagging that perfect job Whether you're searching for a new job by choice or necessity, consider this book your life raft. You'll find all the resources you need to job-hunt—;from building an online presence and revitalizing your resume; to negotiating a salary and landing that job! The power of people—; harness the power of the people you know—; friends and family, former colleagues, social media contacts, and more—; to network your way to your next job Mirror, mirror on the wall—; rehab your resume; and cover letter, build a positive online presence, acquire social media street smarts, and market yourself on LinkedIn Hang your own shingle—; join the growing ranks of the self-employed with advice on launching your own business, working as a freelancer, turning a hobby into a profit, and cashing in on your natural gifts Scope it out—; discover which jobs are in demand and expected to grow, what they pay, and whether you're qualified

From the Back Cover Learn to: Showcase the value you have to offer a potential employer Perfect your resume; and interview skills Negotiate for what you want Snag your dream job in the age of social media Launch a whole new career or business Your guide to navigating today's workplace and snagging that perfect job Whether you're searching for a new job by choice or necessity, consider this book your life raft. You'll find all the resources you need to job-hunt—;from building an online presence and revitalizing your resume; to negotiating a salary and landing that job! The power of people—; harness the power of the people you know—; friends and family, former colleagues, social media contacts, and more—; to network your way to your next job Mirror, mirror on the wall—; rehab your resume; and cover letter, build a positive online presence, acquire social media street smarts, and market yourself on LinkedIn Hang your own shingle—; join the growing ranks of the self-employed with advice on launching your own business, working as a freelancer, turning a hobby into a profit, and cashing in on your natural gifts Scope it out—; discover which jobs are in demand and expected to grow, what they pay, and whether you're qualified Open the book and find: Ways to identify and market your most valuable skills How to use Facebook, Google+, LinkedIn, and Twitter in your job search How to clear the application hurdle Tips for prepping for an interview The top jobs for 50+ workers Ten steps for career changers About the Author Kerry Hannon (kerryhannon.com) is a nationally recognized authority on career transitions and

retirement, a frequent TV and radio commentator, and author of numerous books, including *Love Your Job* (Wiley/AARP), *What's Next?* (Berkley Trade/AARP), and *Great Jobs for Everyone 50+* (Wiley/AARP). Hannon is AARP's Jobs Expert and a regular contributor to *The New York Times*, *Forbes*, and *Money* magazine.