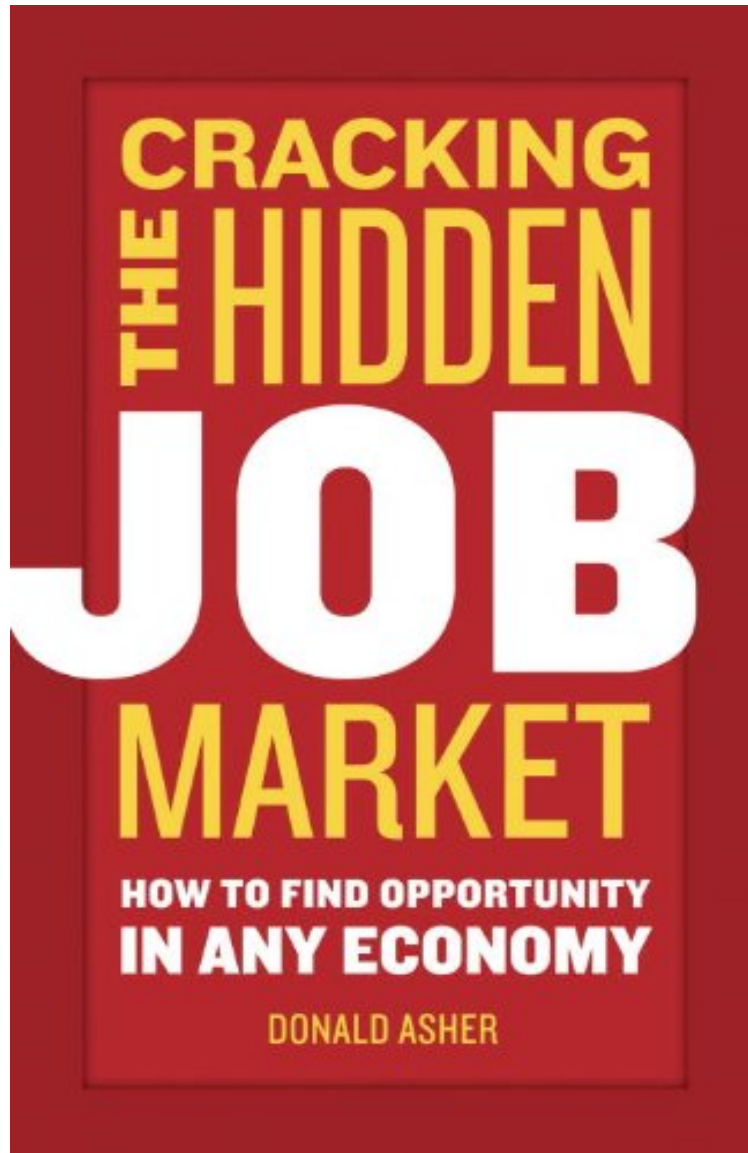


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Cracking The Hidden Job Market: How to Find Opportunity in Any Economy

Donald Asher

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Donald Asher : Cracking The Hidden Job Market: How to Find Opportunity in Any Economy before purchasing it in order to gage whether or not it would be worth my time, and all praised Cracking The Hidden Job Market: How to Find Opportunity in Any Economy:

2 of 2 people found the following review helpful. #1 best resource for job seekers, hands down. By bananasoupI bought this book two years ago when I was job searching, and it was the #1 most helpful resource for my job search.

(And I consulted a LOT of books, websites, and friends--so please understand that this is quite an informed opinion!) The most valuable part is that the book teaches you to play to a recruiter's own interests, approaching your job search in a way that will make their job easier, save them time and effort, and so on. No other job search resource I've seen takes that approach. This is so, so far beyond common sense advice; it really changes the way you approach your search, for the better. I've since given the book as a gift to two other friends who are job searching. I can't recommend it highly enough! 1 of 1 people found the following review helpful. Great book!!! By Lilly Y. This book is absolutely great. I got it because I read some reviews with recommendations, was a bit surprised, the content of the book exceeded my expectations, pleasantly! :) Great info about the hidden job market. 0 of 0 people found the following review helpful. The only job search book you should buy By JobInterviewInsider A great book! Can be read in a few days, just the really important stuff in job search, not like the 300-page books about resumes and other nonsense. This is about how to network to get a job. I have been teaching job search skills to transitioning military for 5 years and this book is perfectly aligned to what I teach!

Can't find a job? Maybe you're seeing only half the picture! Half the job market is invisible; Are you spending all your time applying to posted job openings--postings that draw hundreds, and in some cases, thousands of applications? No matter how perfect you are for the job, there is always someone else who's a little more qualified, more experienced. The key to success in the current job market is breaking through to the hidden job market. Over half of all jobs go to someone who did not apply to a posted opening at all. What are they doing and how are they doing it? They're finding new jobs before the posting hits the Internet. Career guru Donald Asher offers proven strategies for finding great opportunities in any industry. With *Cracking the Hidden Job Market* you'll stop wasting time and effort and beat the job-search odds by learning how to: • find jobs that are never posted anywhere • get complete strangers to help you find a job • convince potential employers to give you an interview--even when they're "not hiring" • find--and land--the new jobs in this, or any, economy • Every page of *Cracking the Hidden Job Market* is packed with no-frills fundamentals to change the way you look for a job, this time--and forever!

From Publishers Weekly In his latest effort Asher (*How to Get Any Job*) invites job seekers to develop strategies for finding jobs--before they've been posted. He provides specific rules for figuring out what job is the best fit, and offers templates for structuring informational interviews, e-mail, conversations, and other forms of contact that can be adapted for use according to individual job seeker's needs. The book is packed with well considered and occasionally counterintuitive advice, such as "...resumes impede networking for information." He even outlines a strategy to get past e-mail filters, automatic answering machines, and other electronic gatekeepers. Asher also alerts job hopefuls to pitfalls and scams that may be coming their way. His strategic and high-energy approach involves creating an active network of contacts in order to be in the right place at the right time: "You get jobs by talking to people, so your goal is to talk to a lot of people." In addition, he offers advice for when using more conventional job hunting techniques. Readers get a menu of job search options with motivation to keep moving through this long complex process. Valuable assistance from a leading authority. (c) Copyright PWxyz, LLC. All rights reserved. "The no-nonsense, common-sense *Cracking the Hidden Job Market* ... could certainly jump-start a stalled job search. ... Asher's book will hold your hand while you try to get your foot in the door."--USA Today, 1/18/11 "Networking involves the 'law of large numbers.' Asher points out connection sources most of us already have and shows us how to manage 100 contacts."--Dallas Morning News, 1/16/11 "Cracking the Hidden Job Market offers tips and strategies for standing out in the crowd--and looking where the crowd's not. ... a simple formula for job-hunting success."--Washington Post Express, 1/10/11 From the Trade Paperback edition. About the Author DONALD ASHER is the author of eleven books on careers, job search, and higher education. He is a contributing writer for numerous publications and career sites and is a tireless speaker, making more than 150 appearances at college and corporate campuses across the United States each year. Recent teaching engagements have also taken him abroad to India, China, South Korea, and Germany. When he isn't traveling, Donald Asher divides his time between northern Nevada and San Francisco, California.