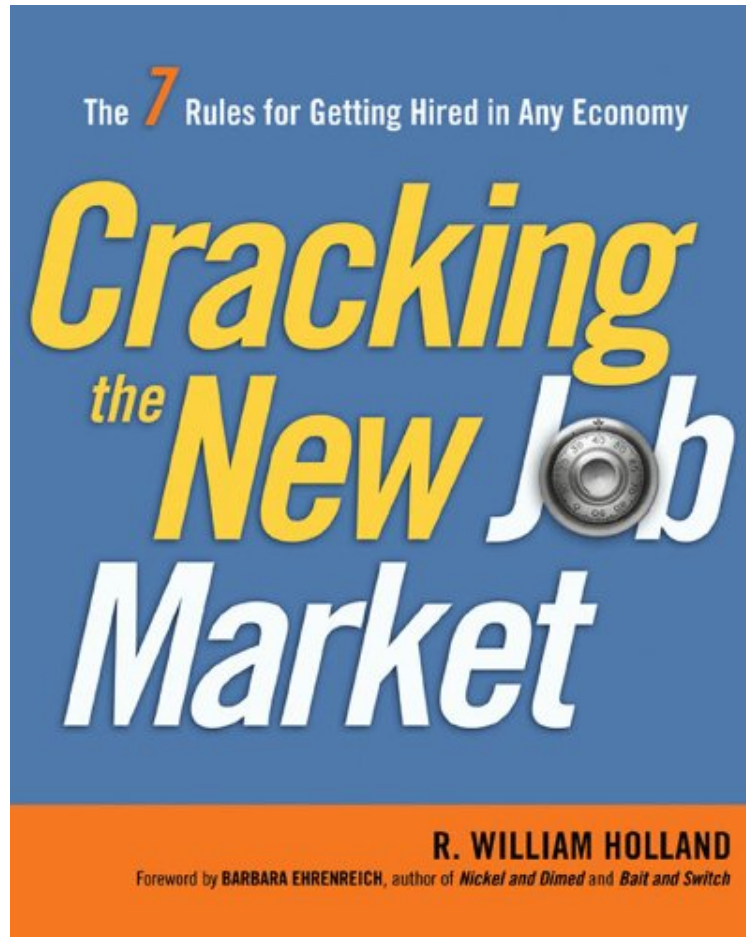


Cracking the New Job Market: The 7 Rules for Getting Hired in Any Economy

R. William HOLLAND

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R. William HOLLAND : **Cracking the New Job Market: The 7 Rules for Getting Hired in Any Economy** before purchasing it in order to gage whether or not it would be worth my time, and all praised Cracking the New Job Market: The 7 Rules for Getting Hired in Any Economy:

0 of 0 people found the following review helpful. New rules for job seekersBy Pamela RamboCracking the New Job Market is a must read for every student in high school and college and their parents and grandparents. I found it to be insightful and accurate regarding the challenge faced by students and graduates facing a changed job market where the old rules won't help them. Thank you Dr. Holland for shortening the learning curve in job seeking for this generation and their families.3 of 4 people found the following review helpful. Good effort, no new breakthroughsBy EMMBased on the reviews, I picked up this book. As I read into the book, I began to skim more and more. The material is not very deep and I only came away with a few nuggets of relatively new info.If this is a top level view into the job search world, you could do worse.Whether this book addresses the 'new job market' is questionable, since it seemed as if this info was stale the moment it was printed.0 of 1 people found the following review helpful. Find a Different BookBy J.

Nixon No new information. Look for a better book.

Forget everything you think you know about landing a well-paid job; the rules have changed forever. The rules for finding professional work once seemed clear and unwavering: capture career highlights in a resume, practice answers to standard interview questions, and do lots of face-to-face networking. *Cracking the New Job Market* shows how these rules have changed and delivers new job-hunting strategies that actually work. The key, rather than to emphasize past accomplishments, is to sell your self on the value you can create for an employer. This new approach to getting hired requires new skills. Author R. William Holland, a human resources insider, shows job seekers how to:

- Gather information on what a prospective employer finds important
- Emphasize those skills, accomplishments, and qualities in tailored resumes and interview answers
- Identify the intersection between personal talents and what the marketplace needs
- Unlock the networking power of social media
- Negotiate the best possible offer

Enlightening and practical, this myth-busting book delivers seven powerful rules for landing a great job; even in a difficult economy.

Cracking the New Job Market: The 7 Rules for Getting Hired in Any Economy may end up being the only book you need in your job search and if it's not, it comes tantalizingly close. *New York Journal of Books* From the Back Cover "Holland has a sophisticated understanding of what is happening in the job market and what to do about it on a personal level. In forceful, plain-spoken English, he identifies, translates, and codifies the new rules. He knows how corporate America works, and how white-collar professionals can make it work for them." Excerpted from the foreword by Barbara Ehrenreich, author of the bestselling *Nickel and Dimed* and *Bait and Switch* Everyone knows that safe jobs and lifelong careers are long gone. So why do most job seekers and employment experts cling to outdated tactics for landing a good position? The usual advice: to capture career highlights in a resume, practice answers to standard interview questions, and do lots of face-to-face networking; is the stuff of the past. Human resources insider R. William Holland delivers a completely new and radically improved set of rules for job hunters in today's very tough market, where white-collar positions are shed at higher rates than those in any other sector. The key is to shift your focus from what you've done in the past; former job titles, duties, degrees; to the value you can create for an employer in the future. Value creation is the language employers respond to, and *Cracking the New Job Market* supplies powerful strategies for putting it to work for you, including how to:

- Gather information on what prospective employers truly value
- Tailor your resume; and interview answers to speak directly to what companies value
- Locate prime employment opportunities that intersect with your personal talents and what the marketplace needs
- Unlock the networking power of social media

And many more tips for cracking the new job market! R. William Holland, Ph.D., is founder of R. William Holland Consulting, LLC, specializing in HR and career management. The firm works in alliance with BeamPines, a talent-management company in New York City. He has also served as executive vice president at Right Management, Inc., and as chief human resources officer at Meridian Bank, the University of Pennsylvania, and the BP outsourcing business for Andersen Consulting. About the Author R. WILLIAM HOLLAND, PH.D. is founder of R. William Holland Consulting, LLC, specializing in HR and career management. He has also served as executive vice president at Right Management, Inc. and as chief human resources officer at Meridian Bank, the University of Pennsylvania, and the BP outsourcing business for Andersen Consulting. He is currently a senior vice president for BeamPines.