



Guerrilla Marketing for Job Hunters 3.0: How to Stand Out from the Crowd and Tap Into the Hidden Job Market using Social Media and 999 other Tactics Today

By Jay Conrad Levinson, David E. Perry

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The latest strategies for job hunters revealed in this revised and updated edition

This new Third Edition features the latest job-hunting strategies for the Information Age. You'll discover key techniques to reach hiring managers at the employers you want to work for most. New chapters integrate using social media and social networking tools like Facebook, Twitter, LinkedIn, and ZoomInfo in your job search, along with case studies from successful guerrilla job hunters that detail what works in today's hyper competitive job market with commentary from America's top recruiters.

- Present your skills in creative new ways that stand out in today's hyper-competitive job market
- Employ little-known search engine optimization tricks used by top headhunters
- Integrated web site updated bi-weekly to remain state-of-the-moment
- Part of the **Guerrilla Marketing Series**, the bestselling marketing book series

The job search process has changed drastically in the past few years. Turn these changes to your advantage and make your search successful with Guerilla Marketing for Job Hunters 3.0.

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Bibliography

- Sales Rank: #53232 in Books
- Brand: Brand: Wiley
- Published on: 2011-05-03
- Released on: 2011-04-07
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 1.20" w x 6.00" l, .96 pounds
- Binding: Paperback
- 368 pages

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Editorial Review

From the Back Cover

In today's job jungle, the guerrilla is king

Landing your dream job today requires that you be both the hunter and the hunted. *Guerrilla Marketing for Job Hunters 3.0* explains in step-by-step detail how to use the newest social networking sites and digital tools to perform a precision-guided, all-out job-hunting assault. Get access to cheatsheets, case studies, before-and-after sample resumes and cover letters, and proven tactics that you can tailor to your situation to make it drop-dead simple to find a job fast.

"It's rare to find an expert whose advice is novel and tangible. So much career counseling tends to be one or the other or neither. *Guerrilla Marketing for Job Hunters 3.0* manages both; it's loaded with original ideas for job seekers stuck in a rut." —New York Post

"Levinson and Perry avoid the airy-fairy, none of that 50,000-foot-view stuff you're used to reading in career books. This is down n' dirty, practical advice for today's hyper competitive job market." —J. Donaldson, Job Hunter, Detroit

"Anyone unfortunate enough to be seeking a job in this market knows that the traditional methods can be dead ends. Here, many of the latest techniques recommended by headhunters are punctuated with war stories and step-by-step advice." —Kiplinger's Personal Finance

"An e-mail chain letter combined with a targeted Facebook ad generated leads within hours." —Christa MP, Student, Toronto

"David is the most intelligent and tenacious recruiter I know, and he's put all of his energy and more into this book. If you're looking to effectively attack the job market with zeal and enthusiasm I've got only one piece of advice for you: read this book." —Jim Donnelly, Editor-in-Chief, Ottawa Business Journal

About the Author

Jay Conrad Levinson is Chairman of Guerrilla Marketing International as well as the author of the number one bestselling marketing series in history, *Guerrilla Marketing*. Along with his fifty-seven other books, he has collectively sold 22 million copies in over sixty-one languages worldwide. He taught this topic for ten years at the University of California in Berkeley. www.gmarketing.com

David E. Perry is coauthor of *Guerrilla Marketing for Job Hunters* as well as the author of *Career Guide for the High-Tech Professional*. Nicknamed the "Rogue Recruiter" by the Wall Street Journal, he has personally negotiated more than \$184 million in compensation as Managing Director of Perry–Martel International, one of North America's top recruiting and placement firms.

Users Review

From reader reviews:

Barbara Barnes:

Have you spare time to get a day? What do you do when you have a lot more or little spare time? Yeah, you can choose the suitable activity intended for spend your time. Any person spent their spare time to take a stroll, shopping, or went to the actual Mall. How about open as well as read a book titled Guerrilla Marketing for Job Hunters 3.0: How to Stand Out from the Crowd and Tap Into the Hidden Job Market using Social Media and 999 other Tactics Today? Maybe it is to get best activity for you. You realize beside you can spend your time with the favorite's book, you can smarter than before. Do you agree with it is opinion or you have other opinion?

John Malcolm:

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