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	Autore	Levinson Jay Conrad
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Cover; Praise for Guerrilla Marketing for Job Hunters 3.0; Title Page; Copyright; Dedication; Foreword; Acknowledgments; Disclaimer; JOB HUNTERS; SMART PHONE USERS; HEADHUNTERS; LAZY PEOPLE; PAID PROMOTIONAL CONSIDERATION; Introduction; EVER HAD ONE OF THOSE DA... MOMENTS?; JOB HUNTING HAS CHANGED; WANT TO TRY?; INTUITIVELY THAT MAKES NO SENSE; LOGIC PREVAILED; CURRENT REALITY; THE EUREKA MOMENT!; GUERRILLA TACTICS WORK; SO WHY THE THIRD EDITION?; THE KEYS TO LANDING YOUR DREAM JOB; HOW THE BOOK IS SET UP; SPECIAL FEATURES; STATE-OF-THE-MOMENT CONTENT; WELCOME TO YOUR FUTURE

Chapter 1: Why You Need to Become a Guerrilla Job Hunter OFFSHORING AND AMERICA'S FUTURE AS A GLOBAL INNOVATOR; THE PEOPLE WHO BEST MARKET THEIR TALENT WIN!; WHY YOU NEED TO BE A GUERRILLA; THE #1 SECRET TO GETTING HIRED; THE #2 SECRET TO GETTING HIRED; YOUR GUERRILLA PLAN; GUERRILLA JOB SEARCH FLOW CHART; Part I: Your Guerrilla Mind-Set; Chapter 2: Personal Branding Guerrilla Style; FREE-YOUR MILLION DOLLAR PERSONAL BRAND STRATEGY!; HOW TO MAKE YOUR BRAND REFLECT THE SKILLS EMPLOYERS BUY; "YOU INC."-YOUR PERSONAL BRAND; CREATE YOUR BRAND GUERRILLA STYLE EFFECTIVE BRANDING IS ABOUT SELLING WHAT MATTERS FIND ACHIEVEMENTS THAT PROVE YOUR CLAIMS; YOU ARE CHANGING THE RULES; Chapter 3: Attitude Check; THE IMPORTANCE OF A CAN-DO ATTITUDE; THE THREE R's OF SUCCESSFUL JOB HUNTING; HOW TO STAY MOTIVATED; GUERRILLA TIPS FOR STAYING MOTIVATED; THE FOUR MOST COMMON CAUSES OF JOB SEARCH FAILURE AND HOW TO AVOID THEM; THE MOST POWERFUL WAY TO CHANGE YOUR RESULTS; MANAGING YOUR SCHEDULE AND PLANNING YOUR WORK; THE GOLDEN SELLING HOUR(S); Chapter 4: Your Guerrilla Strategy; THE HIDDEN JOB MARKET AND WHY IT IS HIDING; CRACKING THE HIDDEN JOB MARKET TARGETING COMPETITORS ASSOCIATIONS; STRUCTURED INTERNET SEARCHES MADE EASY; DEVELOP A TARGET LIST OF COMPANIES; FIND PEOPLE WHO CAN HIRE YOU; OTHER SOURCES OF INFORMATION; STRATEGIC TWISTS ON TRADITIONAL STRATEGIES; PROMOTE YOURSELF; MAKE TECHNOLOGY WORK FOR YOU-NOT AGAINST YOU; LOGISTICS-BUILDING YOUR WAR ROOM; STALKING FOR JOBS-LEGALLY; Part II: Weapons That Make You a Guerrilla; Chapter 5: Your Research Plan; YOUR RESEARCH BUDGET; 1. RESEARCHING AN INDUSTRY; 2. LOCATING COMPANIES OF INTEREST; COMPETITIVE INTELLIGENCE; COMPANY GROWTH; LIBRARIANS ARE YOUR ALLIES 3. HOW TO FIND THE HIRING MANAGERS A GUERRILLA RESEARCH ALTERNATIVE; FINDING LISTS OF PROSPECTS; STUFF THE CIA WOULD RATHER YOU DIDN'T KNOW; Chapter 6: Resume Writing and Cover Letter Boot Camp; WHY YOUR RESUME MAY BE OVERLOOKED; ALL RESUMES ARE NOT CREATED EQUAL; HAIL THE GUERRILLA RESUME; THE STANDARD GUERRILLA RESUME EXPLAINED; THE EXTREME GUERRILLA RESUME; GRAPHICS THAT ADD PUNCH TO YOUR RESUME; SELLING YOUR VALUE-ADDED ADVANTAGES; THE ONLY COVER LETTER YOU WILL EVER NEED; EXAMPLE GUERRILLA COVER LETTER; THREE OTHER WAYS TO OPEN YOUR GUERRILLA COVER LETTER HOW TO ASK FOR THE INTERVIEW IN YOUR LETTER

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.
