

1. Record Nr.	UNISALENTO991003826859707536
Titolo	Ascidacea of the European waters / a cura di Riccardo Brunetti e Francesco Mastrototaro
ISBN	9788850655298 8850655290
Descrizione fisica	xxiii, 447 pages : illustrations (partly color) ; 25 cm
Collana	Fauna d'Italia ; 51
Altri autori (Persone)	Brunetti, Riccardo Mastrototaro, Francesco
Disciplina	596.2
Soggetti	Sea squirts - Europe - Identification
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 383-415) and index
Nota di contenuto	Historical outline -- An overview of morphology and biology of Ascidians -- Key to the Orders and Suborders -- Clavelinidae -- Didemnidae -- Euherdmaniidae -- Holozoidae -- Placentelidae -- Polycitoridae -- Polyclinidae -- Protopolyclinidae -- Pycnoclavellidae -- Pseudodistomidae -- Ritterellidae -- Agneziidae -- Asciidiidae -- Cionidae -- Corellidae -- Diazonidae -- Octanemidae -- Perophoridae -- Plurellidae -- Hexacrobylidae -- Molgulidae -- Pyuridae -- Styelidae

2. Record Nr.	UNINA9910815151003321
Autore	Levinson Jay Conrad
Titolo	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 / / Jay Conrad Levinson, David E. Perry
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, Inc., , 2011 ©2011
ISBN	1-118-06136-5 1-118-06127-6
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (485 p.)
Classificazione	BUS012000
Altri autori (Persone)	PerryDavid <1960 January 12->
Disciplina	650.14
Soggetti	Job hunting Social media Career development Vocational guidance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	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 HunterOFFSHORING 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

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#### Sommario/riassunto

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.

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