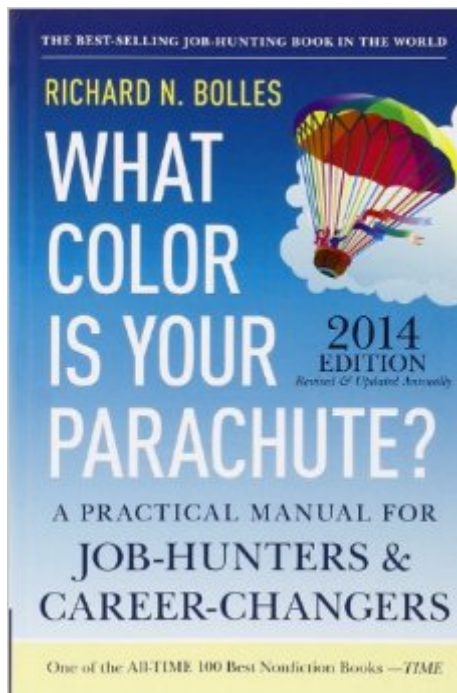


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# What Color Is Your Parachute? 2014: A Practical Manual For Job-Hunters And Career-Changers



## Synopsis

The world's most popular job-search book is updated for 2014 with up-to-the-minute information and tips for how-to look for work and change careers. In today's challenging job-market, the long-trusted guidance of *What Color Is Your Parachute?* is needed more than ever. Published in 22 languages and 26 countries, and with over 10 million copies sold, *What Color is Your Parachute?* has helped millions discover their unique gifts, skills, and interests and land a job--even in hard times. This 2014 edition of [one of] the 100 best and most influential [nonfiction books] written in English since 1923, according to TIME.com, is refreshed with up-to-the-minute statistics, job-field analyses, and advice on social media and search tactics (including Facebook, LinkedIn, Twitter, Skype, Yelp, and YouTube). However, Parachute's core message remains intact: WHAT, WHERE, and HOW. What do you most love to do? Where do you most love to do it? How do you find such a job and persuade those employers to hire you? Career and business guru Richard (Dick) N. Bolles, who coined the terms "informational interview" and "transferable skills," demystifies the entire job-search process, from resumes, interviewing, networking, salary negotiation, career coaches, how to start your own business, and more. Recent grads, workers laid-off mid-career, and people searching for an inspiring work-life change will all benefit from the support, encouragement, and nuts-and-bolts guidance Parachute has to offer. As Dave Kerpen, New York Times bestselling author and CEO of social media software platform Likable Local and chairman of Likeable Media, said on LinkedIn about pursuing his passions post-college: "For several months I floundered -- as a life insurance salesman, a pizza delivery guy, and a tutor. Then I found a book which changed my life - *What Color Is Your Parachute?* (incidentally, the best-selling career book of all time). The book essentially says: Figure out what you're passionate about, and then go find an industry, organization and job through which you can pursue your passions. I was passionate about marketing, and media, and children, and I loved the Disney brand. So I found Radio Disney, called them up and asked to meet with them, and even though there was no job posted, I got a job there. A year later I was the top salesperson in the country, and while I have changed jobs and careers several times, I've always pursued things I'm super passionate about. If you don't have a job yet, and take away just one thing from me today: Get the book. What other readers and reviewers are saying about *What Color is Your Parachute?* and Dick Bolles: "This edition is as relevant today as when it was first published. Dick Bolles insightfully stays on the cutting edge of job-searching, and the book is full of new and updated suggestions, along with the classic advice that continues to hold true today." Alison Doyle, About.com Guide "If you go into the bookstore and find the section on jobs, careers, or

networkingâthe reason that section even exists is because of Dick Bolles.ââG. L. Hoffman, JobDig Â ââThis book brought me back to life, caused me to rethink everything about myself and revived my passion for me to be my best self.ââSimi Kaila Â Are you ready to dust off your motivation, land a job, and live your best life?

## Book Information

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## Customer Reviews

I thought this would provide more info than the book ("What Color Is Your Parachute?") but what's inside are the same exercises... so if you have the book or are getting it, then you don't need this. On the other hand, if you don't want to read all of the insightful text of Bolles's original book, then this is a nice book of exercises! :) [I'd just recommend the original text, though.]

I am a career coach with eight years of experience working with people wanting a new career - a better fit with their talents, more meaningful, a better work environment. If you want to choose a career that will be very fulfilling as well as something you will be successful at, forget about "Parachute". It just doesn't have the depth and wisdom it takes to coach you through this most important life decision. Another career counselor who reviewed "Parachute" recommended that you get two other books instead. I agree. They are "The Pathfinder: How to Choose or Change Your Career for a Lifetime of Satisfaction and Success" by Lore, and "Do What You Are" by Tieger. "The Pathfinder" is the best career decision book ever, the seminal text, the masterpiece on the subject - this is, if you are serious about having a great life and unwilling to put up with less. I also agree with

the other reviewer that "Parachute" is a great job hunting book, but only if you know exactly what job you are looking for. Reading "Parachute" takes some of the fear and uncertainty out of job hunting. But if you are trying to decide what to do with your life, forget about "Parachute".

"What Color Is Your Parachute" is the first book you need if finding a job is your goal. If you've not bought this yet, you haven't started looking. It is that good. Richard Bolles is the expert. His books sell because they are fresh each year with insight, purpose and ideas for determining what job you should do, and how to get it. I used "Parachute" to get my first job. It continues to influence me today, as I job hunt again. (post script: two weeks after posting this review, I landed a position as a communications manager at a major firm). Thoroughly practical, Bolles asks you questions about your mission in life. His belief is that just getting a job -- even ones you are good at -- won't be a wise decision in the long haul. He helps you see your passions mixed with skills and experience, and guides you to getting their. Though it is hardly a self-help book, it is far more useful than the ones clogging up the Top 10 list. He keeps you accountable. Finding a job is your job if that's what you say you want. And if you aren't working, he won't let you make excuses -- you've got the time. Either you are looking or you aren't. Dr. Phil could take a note from Bolles' direct yet congenial style. Don't bother with the hardcover. You need the paperback. This is not a sit-on-the-shelf book, but a get-down-to-business book, and you'll appreciate the flexibility while at work or on the train. I fully recommend, "What Color Is Your Parachute" by Richard Nelson Bolles. Anthony Trendle, editor, HungarianBookstore.com

I'm a career counselor in private practice, working with mid-career changers and young people making these decisions for the first time. Over the years, an endless stream of clients have told me that they read "Parachute" and that it was not very useful. The problem is that the methods the author uses are simply inadequate to make this most important of life's decisions. "Parachute" became a best seller years ago because it was a breath of fresh air at a time when there were no other reasonably good career books. That time is long gone - and "Parachute" continues to sell mainly because everyone has heard of it. I recommend that you buy two truly extraordinary books to guide you to a highly satisfying career decision. The first is "The Pathfinder: How to Choose or Change Your Career for a Lifetime of Satisfaction and Success", by N. Lore. It is by far the best book on the subject. I recommend that you also buy a copy of "Do What You Are" by Tieger and use it along with "The Pathfinder" because it is the best guide to personality type. It is not my intention to denigrate "Parachute". It is an excellent guide, probably the best, if you already know exactly what

you want to do and are seeking good job hunting advice. It gives courage and many excellent tips to those nervous about the job search, but for making career decisions, the books I recommended are much more useful.

I'm talking about my parachute. I'm a mid-forties Wall Street refugee, wondering what I want to be when I grow up...(Hint no jobs on Wall Street right now). So I turned to this old standard for help. First note that this book is updated every single year, so buy the latest copy. Yes an older one will be cheaper but...don't. I first picked up the 2001 version off the bookshelf. As I read the section on the internet, I guffawed. Not the author's fault, things change drastically on the internet, especially in 8 years. So I credit the author for updating the book constantly. He also substantially rewrites it, not just changing the cover or whatever. Second, this is not a spectator sport, you must do the exercises to make the book work. I have not yet done them, officially, on paper, but have given a lot of thought to what he asks us to do. I remember reading this book years ago (1988?) and being very annoyed. Annoyed? Yes, because I thought the author had a lot of nerve to tell me I could do anything I want to do. I could go to Hollywood? Yes. I could be an astronaut? Yes. I could be an interpreter? Yes. Pimp? Yes. Investment Banker? Yes. Yes, yes, yes. You may have to go to school, or work hard, but yes you can follow your dreams. What if you have no dreams, like me? Well, do the exercises, and the book will help you find something to do with yourself that won't make you want to shoot yourself in the head when the alarm clock goes off. I can't wait to find out what it is for me! Ignore the naysayers, buy the latest copy of the book, read it, do the exercises. And Good Luck. P.S. I also recommend the workbook.

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