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# Cracking The New Job Market: The 7 Rules For Getting Hired In Any Economy



## Synopsis

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. v

## Book Information

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## Customer Reviews

It's impossible for anyone to write a perfect job search guide. Holland's is one of the better ones I've come across. If you are searching for a new job, I'd recommend reading this guide and then talking to insiders in your industry to learn more about what they're really expecting. On the plus side: Holland gives a good discussion of writing a resume. He talks about adding value; this style is the same that many consultants (including me) have been promoting for years. The idea is to show

accomplishments, not just list "tasks" (a word I think should be abolished from resumes when you target positions above the clerical level). Holland also does a very good job of discussing places to seek opportunities, an overview of social media (you'll need to get more in-depth info but he gives you a good start), and a summary of how to dress and prepare for an interview. In particular, he points out that job candidates may need to dress more formally than employees of the company. They wear jeans but you probably shouldn't. On the downside, a lot of his advice seems to be straight party line. It's not especially new or revolutionary: just put together in a readable, convenient package. The only major disagreement I have concerns cover letters. I recommend writing cover letters to answer the items in the ad directly, point by point. I had trouble relating to the section on college students. For one thing, I don't think it's possible to be an expert on careers in all fields and all phases. Entry level career planning is totally different from midlife career planning. I also know many college students with liberal arts backgrounds who have enjoyed successful careers in major corporations. People skills are more important than just about anything.

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