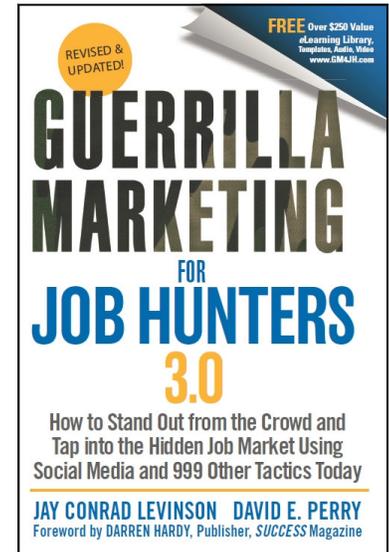




GUERRILLA MARKETING FOR JOB HUNTERS 3.0

How to Stand Out from the Crowd and Tap Into the Hidden Job Market using Social Media and 999 other Tactics Today

Description:	How to Stand Out from the Crowd and Tap Into the Hidden Job Market using Social Media and 999 other Tactics Today
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IN TODAY'S JOB JUNGLE, THE GUERRILLA IS KING

Every job search is a sales and marketing campaign. The successful job hunter identifies prospective companies; contacts them by phone, mail and/or e-mail; and meets in person to convince them to make a job offer. This is no different from what an insurance agent or mortgage broker does to get new clients—it's sales and marketing. Intuitively we all know this.

Yet, the vast majority of job-search books are written by people with no background in sales or marketing—academics, human resource professionals, and career coaches. By contrast, authors Jay Conrad Levinson and David Perry have forgotten more about sales and marketing than most job search experts will ever learn. This is not to brag—being tops at sales and marketing in the career space is like being the tallest midget in the sideshow.

Yet, Jay and David do stand out, with sales and marketing backgrounds unlike any other writing team in the career space today. *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.

Jay is the **“Father of Guerrilla Marketing”**, the best-selling marketing series in history, with 20 million books sold in 61 languages, while David started a successful recruiting practice [Perry-Martel] by making up to 150 cold calls per day, telephoning busy executives, and handling rejection after rejection.

Labelled the **“Rogue Recruiter”**, by The Wall Street Journal, David's prospecting and closing skills were forged after a year-long baptism by fire, helping him negotiate more than \$184 million in salaries since 1986.