



Guerrilla Marketing for Job Hunters: 400 Unconventional Tips, Tricks, and Tactics for Landing Your Dream Job

Jay Conrad Levinson, David E. Perry

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Ready! Aim! Hired!

"This is an immensely helpful book, with the ancient wisdom of recruiters, and the up-to-date insights of two skilled Internet surfers. If you're job-hunting, you'll be grateful to learn the tips and tricks of these two seasoned veterans. I learned a lot myself."

—Richard N. Bolles, author, *What Color Is Your Parachute?*

"I have been an apprentice, a company president, and a CEO. No other single source provides a more contemporary and embracing job search bible. This book offers literally hundreds of little known insider tips, strategies, out-of-the-box success stories, hands-on exercises, and pearls of wisdom. Many readers will hear the words, 'You're Hired' due to David Perry and *Guerrilla Marketing for Job Hunters*."

—Kelly Perdeu, Executive Vice President, Trump Ice winner of The Apprentice 2

"*Guerrilla Marketing for Job Hunters* is an absolutely 'right on' book for today's job market. It not only has great job search tips but it takes you into the electronic job search system better than anything I've seen written to date."

—William J. Morin, Chairman and CEO, WJM Associates, Inc. former CEO of DBM

Using a typically unconventional Guerrilla approach, authors Levinson and Perry cover all the basics of a winning campaign. This book covers:

- Using the Internet for everything from research and job searches to your own Web site, blogs, and podcasting
- Performing an extreme resume makeover and creating a higher-powered value-based resume
- Harnessing the full power of Google, LinkedIn, and ZoomInfo to uncover opportunities in the "hidden job market" ahead of your competition (or other job hunters)
- Branding yourself and selling your strengths in resumes, letters, e-mail, and interviews

Guerrilla Marketing for Job Hunters includes real-life war stories from successful job hunters and expert tips and tactics from over 100 prominent headhunters.

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