



Don't Send a Resume: And Other Contrarian Rules to Help Land a Great Job

Jeffrey J. Fox

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Following the success of the national bestseller How To Become CEO, Fox lays down the rules on landing a dream job. Easy to read with inspiring advice, this book claims success with rules such as looking like a player, don't ask for directions, make a big splash and keeping mum in most interviews.

Don't Send a Resume: And Other Contrarian Rules to Help Land a Great Job Details

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From Reader Review Don't Send a Resume: And Other Contrarian Rules to Help Land a Great Job for online ebook

Sarah says

this is a good audio book.

Liesl says

This is a decent guide to getting the job you want. It does have some unconventional strategies that can help you break through the recruiting bureaucracy and get noticed.

Kevin says

At first, The book throws out a weird vibe and seems like an odd infomercial. However if you have a sales background, and stick through about 2-3 chapters in. You can relate to his comparison on how to go about landing a job by breaking down your steps into similar steps you would take from opening to closing a sale.

I really was going to stop reading but did push on it does get better and better, i promise. Oh, And if you think you already know how to go through the steps of a "sale" when YOU are the product then more power to you. But do yourself a favor and take it in as a refresher and something to give you "focus"...

I'd like to give you specifics and tips but I think the author deserves Your money on this one so Buy it, or hunt for it at your library. I got it from the Library and I would buy it just to keep on my shelf as a resource to look back on.

Dmitry Kuriakov says

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Vladimir Rybalko says

This a bit old book. Many advises are well-known to everyone. If you have some experience I don't believe that you find something new. However it's a not bad glossary for young employees and students.

Christine Buffallow says

Interesting perspective about treating the job-search process as one would treat sales, where YOU become the thing you are selling. I definitely gleaned some useful ideas and techniques from this book and plan to implement them into my search process. However, some of the things he suggested probably won't be particularly useful to me as I don't think I have enough expertise to pull them off. But hopefully I can gain some traction with the ideas I can use.

Denis Scholokov says

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Nick says

Fox has many helpful tips in this small volume. Some of them I had read in other books of this nature and others I had not. There was enough original material here to make me glad that I was reading it. Plus, he offers examples of what he means by a: resu-letter, boomerang letter, and a pre-call planner. He coaches his readers on how to navigate trick questions that interviewers design to test an interviewer in thinking on your

feet or handling stress. After he says, "these interviews are stupid," he gives seven possible ways to answer these yo-yos. As someone who is going through the job searching/interviewing process at the moment, I found this book to have many helpful suggestions and tips.

Juliana says

I'm giving it 3 stars not because it's a bad book (it's actually quite good for its purpose - not all the ideas are new, but the book is concise and to the point), but because it's depressing as hell. Between being compared to a cereal box all the time (which is true, companies see us as a product - no news here) and the amount of effort it goes to sell myself successfully to an employer and get an awesome job (the amount of research he advises you to do prior to even sending a resume is insane, but again, if you are that prepared, you'll get the job)... makes me think that (a) I should be focusing on the public sector / NGO; (b) I should be fostering my entrepreneurial spirit and use all this energy to open my own company instead.

Brian says

Good, practical advice on job hunting. It got my creative juices flowing and helped me think about different ways to stand out. The overall message of the book: getting a job is a sales effort and just sending a resume is the equivalent of sending junk mail. Good advice overall.

Four stars because it ignored one of the most plentiful source of new jobs today: executive recruiters (headhunters).

Lori Jean says

there are a lot of good tips and ideas in this book that i will take to heart. however a lot of it doesn't apply when you are looking at service industries. how exactly do you productize or dollarize kids in group homes? anyway i find the book helpful in general.

Marsha says

This was a nice quick job tip book and that's what I like... short, sweet and to the point. Basically, the author reminds us that we are selling ourselves to a potential employer. We are the product, i.e., the cereal in a box. We have to remember that we need to show them how we can solve the employer's problems. He describes how to try to make the sale (via a personal resume and cover letter), and how to close it (by asking for the job and sending thank you letters).

TarasProkopyuk says

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Mj says

Straight forward. Easy to read. The author writes in a direct, crisp and upbeat manner. The gist of the book is that you are the product and you need to sell yourself to prospective employees.

Fox recommends avoiding sending resumes to everyone but rather doing lots of homework on the 5 or so companies where you think you would like to work. When you've prepared, go directly to the top to the decision makers. Bypass human resource personnel. You get invited to a meeting in response to a customized letter (the author calls them impact letters) you have sent that outlines and quantifies in \$\$\$'s how you will benefit the company, i.e. what problems you will solve for them or what opportunities you will seize for them. Excellent, simple, powerful example introductory impact letters are provided.

The author provides lots of ideas you've likely heard before but most are worth hearing again. He also provides some specific new ideas. He really puts job search into context - it's not about the job seeker and what he/she wants but what the company wants/needs. The overall drift is prepare, prepare, prepare, customize, customize, customize and sell, sell, sell yourself and do not ever send a resume before you've met someone. Send a unique, customized letter/resume after meeting with your potential boss again being specific about what you can do and referencing your specific discussions with them. Always send a thank you note the next day. He also suggests using a resu-letter in response to a resume or background information request. A resu-letter is a narrative or story about yourself in sentences - not in the traditional resume format. Am not sure that I agree with this but the idea is unique and it would definitely help you stand out from the other job seekers - something else Fox considers essential.

Set specific daily goals. Spend enough time on company research (internet, publications and reports, speaking with employees and customers, checking out the competition etc.) so you can be specific and quantify or dollarize how you can help the company. Most intriguing is asking for the sale in person i.e. asking to be hired when you are face to face. I have never been quite that daring - fear of immediate rejection I think - but it makes sense and am going to give it a try.

If you are job hunting spend a couple of hours and read this book. It's energizing and full of old and new ideas written in an easy to read, engaging manner.

Gabriel says

It has some "new" ideas that might help you write your CV or upgrade your current CV. It's worth reading.

