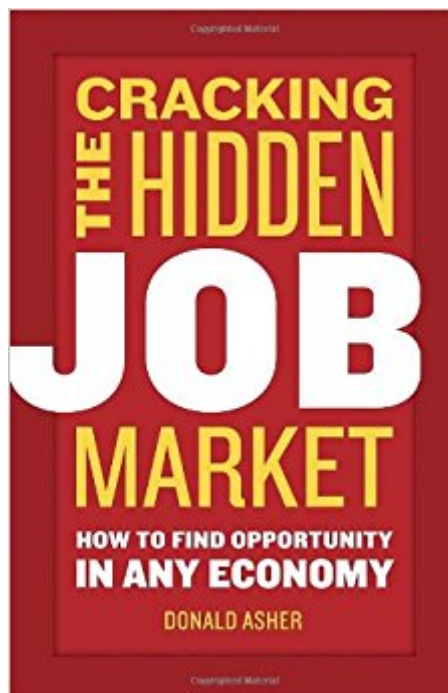




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# Cracking The Hidden Job Market: How To Find Opportunity In Any Economy



## Synopsis

Can you find a job? Maybe you're seeing only half the picture! Half the job market is invisible. Are you spending all your time applying to posted job openings – postings that draw hundreds, and in some cases, thousands of applications? No matter how perfect you are for the job, there is always someone else who's a little more qualified, more experienced. The key to success in the current job market is breaking through to the hidden job market. Over half of all jobs go to someone who did not apply to a posted opening at all. What are they doing and how are they doing it? They're finding new jobs before the posting hits the Internet. Career guru Donald Asher offers proven strategies for finding great opportunities in any industry. With *Cracking the Hidden Job Market* you'll stop wasting time and effort and beat the job-search odds by learning how to: find jobs that are never posted anywhere – get complete strangers to help you find a job – convince potential employers to give you an interview – even when they're "not hiring" – find – and land – the new jobs in this, or any, economy. Every page of *Cracking the Hidden Job Market* is packed with no-frills fundamentals to change the way you look for a job, this time – and forever!

## Book Information

Paperback: 210 pages

Publisher: Ten Speed Press; First Edition first Printing edition (December 28, 2010)

Language: English

ISBN-10: 158008494X

ISBN-13: 978-1580084949

Product Dimensions: 5.2 x 0.6 x 8 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 20 customer reviews

Best Sellers Rank: #562,997 in Books (See Top 100 in Books) #22 in Books > Business & Money > Job Hunting & Careers > Job Markets & Advice #830 in Books > Business & Money > Job Hunting & Careers > Job Hunting #2442 in Books > Business & Money > Job Hunting & Careers > Guides

## Customer Reviews

In his latest effort Asher (*How to Get Any Job*) invites job seekers to develop strategies for finding jobs-before they've been posted. He provides specific rules for figuring out what job is the best fit,

and offers templates for structuring informational interviews, e-mail, conversations, and other forms of contact that can be adapted for use according to individual job seeker's needs. The book is packed with well considered and occasionally counterintuitive advice, such as "...resumes impede networking for information." He even outlines a strategy to get past e-mail filters, automatic answering machines, and other electronic gatekeepers. Asher also alerts job hopefuls to pitfalls and scams that may be coming their way. His strategic and high-energy approach involves creating an active network of contacts in order to be in the right place at the right time: "You get jobs by talking to people, so your goal is to talk to a lot of people." In addition, he offers advice for when using more conventional job hunting techniques. Readers get a menu of job search options with motivation to keep moving through this long complex process. Valuable assistance from a leading authority. (c) Copyright PWxyz, LLC. All rights reserved.

“The no-nonsense, common-sense Cracking the Hidden Job Market could certainly jump-start a stalled job search. Asher’s book will hold your hand while you try to get your foot in the door.”  
•USA Today, 1/18/11  
“Networking involves the law of large numbers. Asher points out connection sources most of us already have and shows us how to manage 100 contacts.”  
•Dallas Morning News, 1/16/11  
“Cracking the Hidden Job Market offers tips and strategies for standing out in the crowd and looking where the crowd is not. ...a simple formula for job-hunting success.”  
•Washington Post Express, 1/10/11

I bought this book two years ago when I was job searching, and it was the #1 most helpful resource for my job search. (And I consulted a LOT of books, websites, and friends--so please understand that this is quite an informed opinion!) The most valuable part is that the book teaches you to play to a recruiter's own interests, approaching your job search in a way that will make their job easier, save them time and effort, and so on. No other job search resource I've seen takes that approach. This is so, so far beyond common sense advice; it really changes the way you approach your search, for the better. I've since given the book as a gift to two other friends who are job searching. I can't recommend it highly enough!

This book is absolutely great. I got it because i read some reviews with recommendations, was a bit surprised, the content of the book exceeded my expectations, pleasantly ! :) Great info about the hidden job market.

. . . and it quickly led to a part time job, that is helping me support my job search. Seriously, there are so many predators out there trying to make money off of desperate people looking for work . . . Donald Asher is the real deal. Recommended!

This is one of those books I find myself recommending over and over. It teaches important concepts about job search that are timeless.

I bought this book for my son who was laid off late last summer. His feedback is that the book is very easy to understand, well written and most importantly, offers a large number of valuable suggestions for job hunting, via the networking approach.

Excellent guidance for applicants but also for those hoping to climb the old corporate ladder.

I enjoyed reading it and learned a lot of good tips! I definitely think a lot of it depends on who you know but he had good advice in this book. A good read if you are a bit stuck and need some new concepts to think and do.

Recommended by an unemployed client. Offers great advice to pass on to clients in the job market. Highly recommend this book.

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