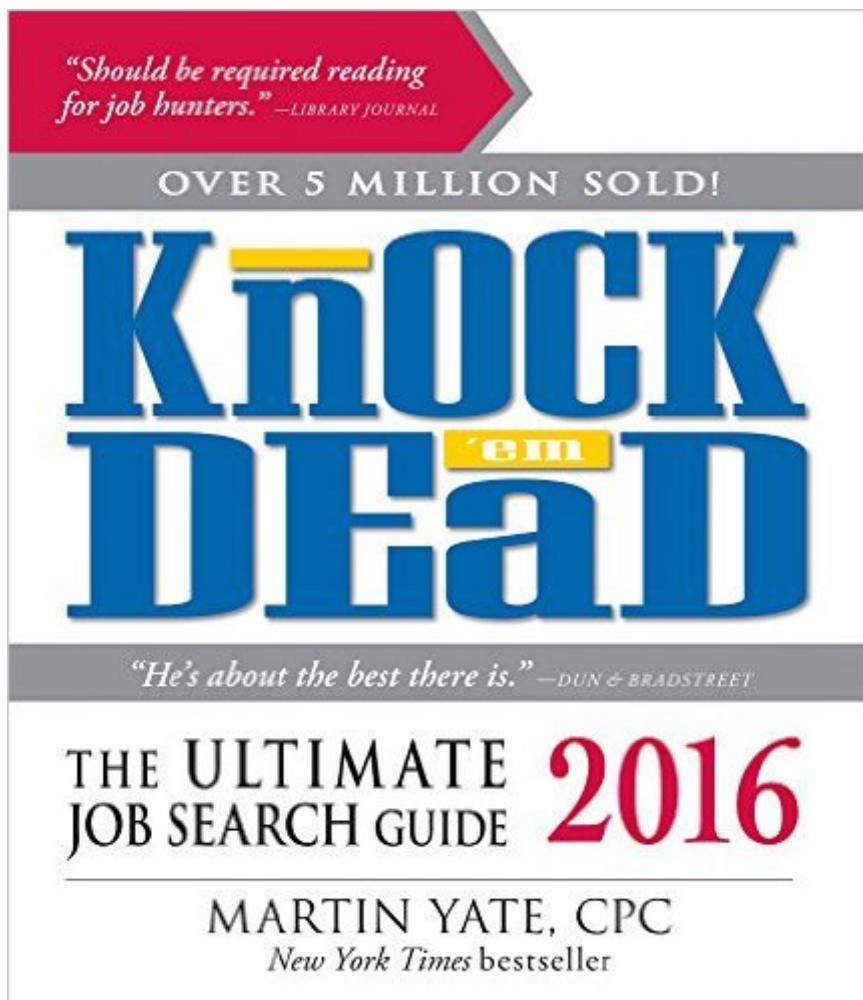


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# Knock 'Em Dead 2016: The Ultimate Job Search Guide



## Synopsis

Take control of your job search, career, and life! New York Times bestseller Martin Yate has helped millions of job seekers improve their job search and career management tactics, changing their lives forever. Featuring his unique, time-tested methods for achieving professional success, this brand-new edition provides you with the tools you need to win your next job and successfully navigate the twists and turns of your entire career. With details on everything from connecting on LinkedIn to finding the right job to accepting an offer, Yate shows you where today's employment opportunities are and how you can develop the skills and values that employers are looking for. You'll also learn how to: Create resumes that get results Maximize social networks to quadruple interviews Turn those job interviews into job offers Negotiate the best salary and benefits package With Knock 'em Dead 2016, you will land your dream job and be better prepared to navigate the twists and turns of a long career.

## Book Information

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## Customer Reviews

This book is full of excellent advice; a comprehensive look at all aspects of job search. As a mature job seeker who was out of the game for a long time, this book and the other Knock Em Dead books really helped me up my game so I could be more competitive when looking for a job. This book is loaded with technical information, but was refreshingly accessible so I could stay interested and engaged, (rather than dozing off onto my Kindle) ... I recommend it to anyone who cares more about hearing what they need to hear to succeed rather than feel-good fluff.

This book is extremely comprehensive and well worth purchasing. The author covers every aspect of the job search that you could possibly think of from building your resume, to social media, to screening tests, to what to wear on the interview, to how to negotiate salary. The author also covers networking to find your job and this is very helpful to those who are just starting out. I would especially recommend this book to new graduates and those who have not done a job search in awhile. It is the most thorough job search book I have ever read.

After using Martin Yates techniques and recommendations I aced all my assessments, over the phone (except one) and face-to-face interviews. I even turned down more than four offers before deciding on a great part-time job, which is twice by old full-time salary; the benefits, salary base, commissions and 6% 401K match are unbeatable! It was kind of scary saying no to those jobs, but I held out for my dream job and I'm glad I did. The preparation process (chapters 1-3) was the hardest part; it took me some time to read and put every thing together; the rest was a piece of cake. Understanding what the customer/employer wants and how to apply transferable skills and professional values are key. This book is a job hunter's best friend. Thanks Martin Yates!

I teach career development at New York University. I have even written a book on the subject - but after reading Martin Yates' book, it's become required reading for my students. His work is detailed and actionable - unlike many other books on the subject.

Looking to change career gears or simply seeking new opportunities? If so, this is the book for you. Written by an HR professional, the books is informative without being verbose, and leads the reader down a path of insightful tips and insider "tricks of the trade." From developing a catered resume to nailing the interview and body language, this book has it all. I bought the book because of a suggestion from a friend and now I would like to share the good news with you too. If you are looking for a change or have been searching for awhile, this book will change your life and help you land your dream job.

The Knock "Em Dead books have been my go to resource over the years whenever I'm in job search mode. The 2016 edition does not disappoint - it provides a very clear, comprehensive and easy to follow guide focusing on each step of the job search process. The information in the book is relevant to the times and the steps suggested really make sense in helping to position yourself in

this competitive job market. I particularly found the resume building steps, tough interview questions, interview preparation and social media and networking sections very helpful!

I've been able to incorporate a few of the ideas presented in the book into my resume. While all the content is very accurate and likely useful, reading this book has almost stressed me out as much as my resume. There is simply too much information and I can't seem to get at the most important points. It is probably best digested over a period of time, and not when you are in crisis mode looking for work! Maybe a summary with key points at the end of each section would be useful. The interview preparation section is particularly helpful. I do believe the best advice the author offers is that following up - the "traditional way" is vital. Sadly, we now need an "online brand" and presence to appear at the forefront of technology. I've contended for years that LinkedIn hasn't eliminated cold calling, it has only made it more effective than ever! Cold calling is the way to get through the "noise." It used to be that an email marketing message was the way to get someone's attention. So, that is my marketing prediction for the future - social media has gotten so out of control that we'll be forced to return to our primitive means for doing business, and dare I say communicating in general! It's a great thing but has become out of control. Thanks to the author for a great book - I just need a lot of time that I don't have right now to navigate through it.

I recently purchased Knock Em Dead 2016 in preparation for my upcoming job search. I have a bit of an unusual circumstance since I quit a great job in 2014 to go traveling and learn Spanish. I needed advice on how to structure my resume and how to answer the hard interview questions (i.e. Why have I not been working since 2014?). It made me really think about how best to present myself and my choices. I have been reading every job search/resume book available at my local bookstore and this one was the best by far. Since I am currently taking some college courses I have some time to implement the suggestions the author has about networking and reaching out to contacts before I need a job. I would recommend this book to any employed or unemployed person since it is best to prepare for the inevitable job/career change that is in nearly every individual's future.

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