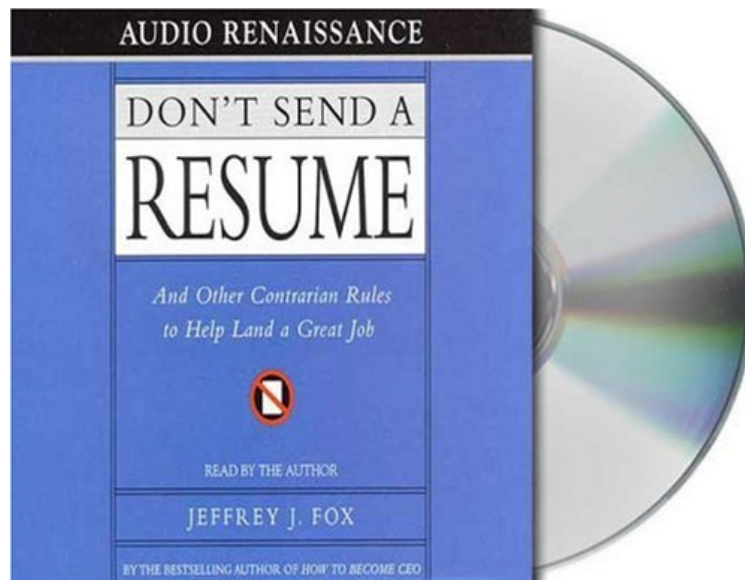


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Don't Send a Resume: And Other Contrarian Rules to Help Land a Great Job

Jeffrey J. Fox

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Counterintuitive commandments for hungry job-seekers from the bestselling author of How to Become CEO and How to Become a Rainmaker Anyone who thinks getting a good job is easy in this booming economy should think again. Greater prosperity has made the work force smarter and more competitive than ever. The real plum jobs are out there,

but they're harder to get than ever. Now, bestselling author and innovative thinker Jeffrey J. Fox, who has helped thousands of listeners rise to the top of any organization, steps up to the plate once again with this no-nonsense collection of surprising and daring rules for landing the right job. Easy to listen to, inspiring, and often counterintuitive, these concise directives reflect the values of creative thinking and persistence that have made Fox one of America's most emulated businessmen. He has had proven success with all his rules, such as: don't ask for directions, make a big splash...not a bunch of little ripples, don't talk in an interview. Fox also offers a Job Getting Blueprint, a Job Seekers Glossary, several first interview questions, as well as the basic form and variations for a boomerang letter. His rules not only help today's job seekers devise a winning strategy, but also show them how to prepare for and make the best impression in an interview. This wisdom-packed program gives listeners the edge on the competition, and helps prepare them for the challenges and rewards of landing not just a good job, but a great one.

.com You've read the how-to-figure-out-what-you-really-want-to-do books and completed their soul-searching assignments. You've prepared a resume worthy of the world's top performer in your field, and you've printed it on discreetly fabulous paper. And you've sent it to the (select, of course) few hundred employers you'd like to work for... and still you're looking for that great job. No wonder, then, that a book with the title *Don't Send a Resume* has grabbed your attention. Jeffrey Fox is the ultimate marketer, consumed with and successful at ensuring his product stands out and is snatched up--and in this case, that product is you. *Don't Send a Resume* is his tip-laden guide on how to make yourself visible, desirable, and ultimately invaluable to your next employer. Dismissing the well-worn routes of sending unsolicited resumes and contacting personnel departments, Fox concentrates on what will turn job-seekers into super salespeople. While occasionally just spiced-up commonsense, his advice is simple, direct, and often ingenious, supported by details and made colorful by the odd illustration. Understand the jargon of job seeking and translate that jargon into meaningful marketing clues. Determine how the job you want creates value for the company and "dollarize" yourself accordingly. Look for a job in the unorthodox places that other job-seekers overlook. Write "boomerang" letters in response to job ads. Don't expect employers to care about your job objective or what you like to do; they only care about what they need. Don't talk and tell in an interview; answer, ask, listen, and sell. Whatever you do, don't order sauce-splashing food in a lunch interview, however tempting the dish. Oh, and don't forget to ask for the job. --S. Ketchum
From Publishers Weekly
The old rules--such as relying on classified ads and just one resume--no longer work, according to marketing consultant Fox (*How to Become a Rainmaker*). Instead, people must target companies and connect with executives, not HR staff, he says. Fox discourages readers from endlessly submitting resumes, since the best results come from contacts and new leads. While his advice is familiar, he offers enough new strategies to make this book worthwhile. Agent, Doris S. Michaels. Copyright 2001 Cahners Business Information, Inc.
About the Author
Jeffrey J. Fox is the founder of Fox Co., Inc., a premier marketing consulting company. He has held top positions at such companies as Loctite, Pillsbury, and Heublein, Inc. He has been a guest lecturer at Harvard Business School as well as at Dartmouth's Amos Tuck School, the Conference Board, and other organizations. He lives in Farmington, Connecticut.