In Search of the Perfect Job: 12 Proven Steps for Getting the Job You Really Want by David P. Robertson

Best Job Search Book Available!

Reorganizations--restructurings--shake-outs--mergers--For millions caught in today's unstable business climate, these euphemisms for involuntary career change often produce the same soul-wrenching, traumatic responses. Now In Search of the Perfect Job shows emphatically the actual or impending loss of one's career doesn't have to translate into emotions. Written for anyone whose career is stalled, stuck, or in jeopardy, as well as anyone else who just feels it's time to make a career change, this job-counseling guide equips and empowers job seekers to take charge of their lives and careers with a method that has proven to be a breakthrough for over 10,000 of the authors clients.

My Personal Review:
Lowstuter's "In Search of the Perfect Job" was excellent in its first edition. The second edition is even better. As a marketer, I like how the book begins with personal strategic planning -- defining what you offer, and what constitutes a great work "fit" for you -- and progresses into the tactics with which you can identify target companies, tell your story, and negotiate offers.

This is an insightful, practical, personal strategic planning tool for executives, and for those who aspire to be. While the book is organized for those actively conducting an executive job search, the thought processes and exercises are also very helpful for anyone wanting to proactively take steps toward achieving greater satisfaction in their career. Someone considering entrepreneurship after working in established corporate environments will likely find Chapter 6 quite relevant and useful.

I've bought multiple copies of this book to give to people I know who can benefit from it -- I think it's that good.

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