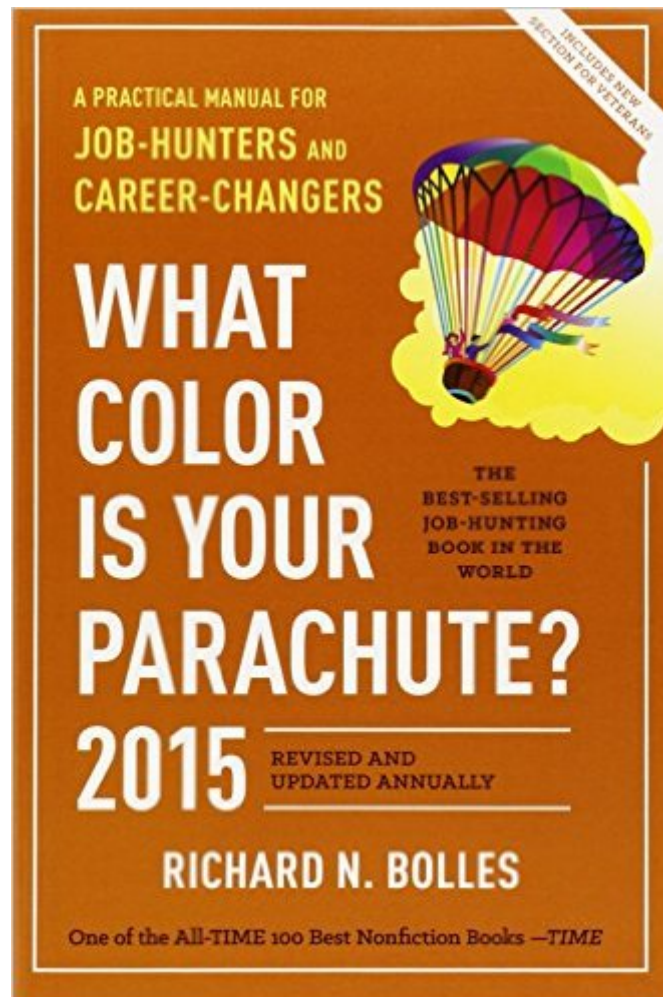


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# What Color Is Your Parachute? 2015: A Practical Manual For Job-Hunters And Career-Changers



## Synopsis

The world's most popular job-search book is updated for 2015 to tailor its long-trusted guidance with up-to-the-minute information and advice for today's job-hunters and career-changers. *What Color Is Your Parachute?* is the world's most popular job-hunting guide with more than ten million copies sold. Now, no matter what your circumstances, every job-hunter can find help with up-to-the-minute information on what has changed about the job-market, plus strategies for finding jobs even when everyone tells you there are none. And if you are a returning vet, there is a new twenty-page appendix this year, specifically addressing your unique needs. This 2015 edition includes up-to-date research and tips about writing impressive resumes and cover letters, doing effective networking and confident interviewing, and negotiating the best salary possible. But it goes beyond that, in helping you to better know who you are, with its classic self-inventory "called *The Flower Exercise* "because the best answer to *What shall I do?* flows from knowing *Who you are*.

## Book Information

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## Customer Reviews

This book is widely recognized each year as the top guide to finding a job. Various editions of this book have sold MILLIONS. It is easy to see why. The author has extensive experience in the field, and backs up his ideas with impressive evidence. The research the author has done is impressive. *WHAT COLOR IS YOUR PARACHUTE? 2015* is not just a book of some off-the-top-of-my head notions; these are recommendations based on extensive study and research. His recommendations

are backed up by FACTS not theory. What else would you expect from a trained physicist?â—<sup>9</sup>  
THINGS I LIKED THE MOST â—,â™| Insight into the actual interviewing process--especially the suggested time to take (minimum and maximum) for your responses.â™| Bolles provides "Conversation Tips" to use for your interview preparation. This section alone is worth the price of the book. For example, "Conversation Tip #12,"Employers don't care about your past; they just ask about it as a way to predict your FUTURE behavior.â™| Suggested response to the common question, "Tell me about yourself." Bolles notes, "How you answer that question will determine your fate during the rest of the interview."â™| The 5 key questions that the applicant must know:-Why are you here?-What can you do for us?-What kind of person are you?-What distinguishes you from other people?-Can I afford you?â™| Six Secrets of Salary Negotiation. I was already aware of some of these, such as not being too quick to mention a salary first.â™| Suggestions on how to best use social/networking sites like LinkedIn.

This has been an invaluable resource for me and for my husband during his job search. I can't believe how difficult the process has been this time around, and I was feeling incredibly discouraged. (Of course, he was, too.)This book really helped us both start to feel hope again, and it also offered extremely practical and useful advice for getting through periods of unemployment, finding a career counselor, discovering personal skills and preferences, networking, interviewing, negotiating a salary and better benefits, among so many other things.The book also has a pretty extensive Myers Briggs-type personality exercise (the Flower Petal exercise) that helps you figure out what jobs you like doing, who you like to work with, where you like to work, the salary you want, and what your overall mission or goal in life is.Some examples of good bits of advice and insight:\*\*\*There is no such thing as one big category of "employers." They are all unique. And the process of finding a job--and especially the process of interviewing--is such a subjective experience. Sometimes it just won't make sense. Sometimes you will do everything right, but the interviewer may not like you. You just have to find that employer that you "click" with--and don't feel bad when you don't click with someone you interviewed with; it happens.\*\*\*Always, always write a thank-you note. This is advice we've all heard before, but I couldn't believe how much of a difference this one small act made.\*\*\*Employers are primarily concerned about risk. They worry that you don't really have the skills the job requires. Or they worry you will quit too soon, and they will lose money on you. Or they worry you will make them look stupid to THEIR supervisors.

One of the important skills one should have in our modern society is the ability to look and be

successful in getting a job. Unfortunately, many of us are not well-equipped nor skilled enough to navigate our way around the job market. Moreover some of us are intentionally or unintentionally misinformed by others on how we should go about the transition in between jobs. We are getting multitude of answers and finally get a job only to find out that we are not satisfied; then the cycle starts again. But good news! There is a book that can help us not just only to get a job but find ourselves as well. What Color Is Your Parachute? 2015 by Richard N. Bolles gives us an insightful view of what is happening in the current job market. This book is updated yearly so you can be sure that the information is always fresh and most of the time relevant. If you are not looking for a job, you can still benefit by gaining the knowledge of what you really want to do. As a result of this you may begin to question your existence in your current role and find yourself a more fulfilling place work for. Here are just several of the reasons why you should consider reading this book: 1. If you want to get an understanding of why there are still so many unemployed people while employers are still finding it hard to fill in their vacancies, this book will enlighten us. 2. You will get a better understanding of your situation. You will realize that not every employer will like you, but there are several or many employers who are looking for someone who is exactly like you. Your task is to look for them. 3. It will teach you that just using your resume and sending it to different employers is not the most effective way to get an invitation for an interview. 4.

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