



## Guerrilla Marketing for Job Hunters: 400 Unconventional Tips, Tricks, and Tactics for Landing Your Dream Job

By Jay Conrad Levinson; David E. Perry

Wiley, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword.Acknowledgments.Introduction.Chapter 1: Why You Need to Become a Guerrilla Job-Hunter The New Global America.PART I: YOUR GUERRILLA MIND.Chapter 2: Your Guerrilla Mind-Set Head Games: Shape Up Your Attitude.Chapter 3: Your Guerrilla Job-Hunting Strategy Think Like a General-Work Like a Sergeant.Chapter 4: Logistics-Building Your War Room Set Yourself Up to Win.Chapter 5: Your Research Plan Research: The Guerrilla's Competitive Edge.PART II: WEAPONS THAT MAKE YOU A GUERRILLA.Chapter 6: Secret Weapons Overhauling Your Conventional Weapons.Chapter 7: Twenty-First Century Digital Weapons If You Build It, They Will Come for You . . .Chapter 8: Your Public Relations Strategy PR Is Not Just for Products.PART III: TACTICS THAT MAKE YOU A GUERRILLA.Chapter 9: Guerrilla Networking A Radical Approach.Chapter 10: Fearless Cold Calling A Fresh Alternative.Chapter 11: 13 Creative Ways to Find a Job Breakthrough Strategies.Chapter 12: Accelerated Job Search Techniques for Veterans An Insider's View.PART IV: YOUR GUERRILLA JOB-HUNTING CAMPAIGN.Chapter 13: Sample Campaigns The Force Multiplier Effect in Action.Chapter 14: Hand-to-Hand Combat Winning the Face-to-Face Interview.Chapter 15: Negotiating the Deal How to Bargain with Confidence.Chapter 16: Ready Aye Ready.Appendix 1: Call

### Reviews

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