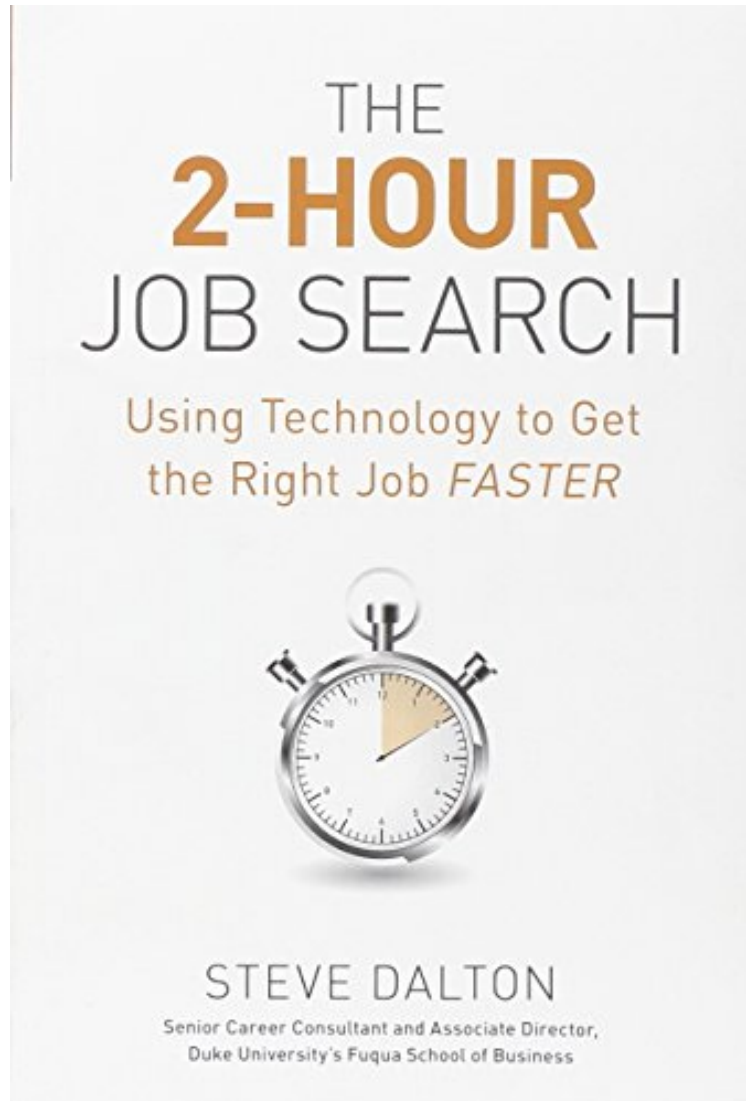


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The 2-Hour Job Search: Using Technology to Get the Right Job Faster

Steve Dalton

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Steve Dalton : The 2-Hour Job Search: Using Technology to Get the Right Job Faster before purchasing it in order to gage whether or not it would be worth my time, and all praised The 2-Hour Job Search: Using Technology to Get the Right Job Faster:

217 of 219 people found the following review helpful. Decent advice overall. However, the five point emails need to be modified.By Duy D. DaoSo I've seen the five star reviews, and the one star reviews, and I have to disagree with

both. The one star reviews mention you having to pay for something like a database subscription? You don't, unless there's another version of the book they're reading. If they're talking about alumni associations, it should be free. But if it's not, then just get a Facebook or LinkedIn account and look up your school to get in touch with alumni. I do have to agree that the first section on "finding jobs" might be a bit much. It describes how to prioritize jobs that you find, which might not be important if you plan on applying to EVERY plausible job you find (which I've done from time to time). But the one-star reviews complained about the process of prioritizing jobs using Excel. I actually found that part very helpful, although I came up with my own scheme for prioritization instead of using Mr. Dalton's. Anyways, so I don't agree with the one-star reviews on these things. However, I don't agree that the book holds up its promise of a 2-hour job search. The author claims that the success rate for a five point email is around 40%. Here are the actual numbers. I've been using this book for exactly one month. I've sent out about eighty emails/LinkedIn messages to people I didn't know over the last month. (Now I only send out LinkedIn messages since finding people's emails makes you feel like a stalker (I'm surprised how easy it is to find people's emails :-x), and although I've gotten a few nibbles by sending those emails, I've been able to connect better by LinkedIn). Forty of them were EXACTLY like the one in the book, asking for an informational interview. Forty of them just asked a quick question without asking for an informational interview by phone. Of the first forty, only one replied. He later was busy (which is understandable) and replied to the questions I asked in about two paragraphs. I'm thankful since he was the first one who replied, but he would be classified as an Obligate in the book, someone who feels like they SHOULD help but won't really help you get a job. But then I modified the Five Point Email to just ignore the part about an informational interview. The next twenty, I removed the part about the informational interview, and I got about four responses back. These are nice and short, but they really don't help much, and you can't tap into them again. Again, obligates. Afterwards, I made a modified form of the five point email: "Dear Dr. X, My name is Y. I'm a Z at ABC university who stumbled onto your (LinkedIn) profile while browsing for Q.

A job-search manual that gives career seekers a systematic, tech-savvy formula to efficiently and effectively target potential employers and secure the essential first interview. The 2-Hour Job Search shows job-seekers how to work smarter (and faster) to secure first interviews. Through a prescriptive approach, Dalton explains how to wade through the Internet's sea of information and create a job-search system that relies on mainstream technology such as Excel, Google, LinkedIn, and alumni databases to create a list of target employers, contact them, and then secure an interview with only two hours of effort. Avoiding vague tips like leverage your contacts, Dalton tells job-hunters exactly what to do and how to do it. This empowering book focuses on the critical middle phase of the job search and helps readers bring organization to what is all too often an ineffectual and frustrating process.

"Well argued . . . the procedures [Dalton] proposes to take advantage of the technological tools available to job seekers are logical and easy to follow." ---Kirkus
About the Author Steve Dalton is a senior career consultant and associate director at Duke University's Fuqua School of Business. He holds his own MBA from the same institution. Prior to entering the career services industry, Steve was an associate marketing manager at General Mills and a strategy consultant at A.T. Kearney.