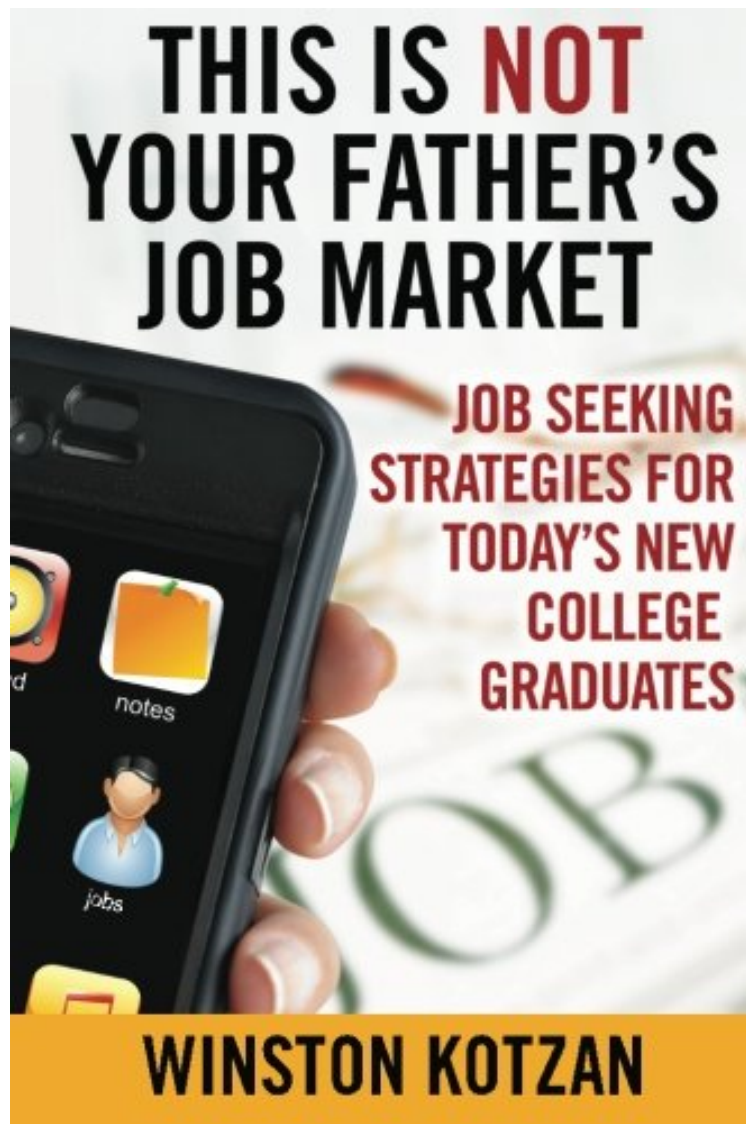


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## **This is Not Your Father's Job Market: Job Seeking Strategies for Today's New College Graduates**

*Winston Kotzan*

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**Winston Kotzan : This is Not Your Father's Job Market: Job Seeking Strategies for Today's New College Graduates** before purchasing it in order to gauge whether or not it would be worth my time, and all praised This is Not Your Father's Job Market: Job Seeking Strategies for Today's New College Graduates:

0 of 0 people found the following review helpful. Good on substance while weak on style By Paul If you can get past

young Mr. Kotzan's clunky writing style, you (or your soon-to-graduate son or daughter) will find a lot of helpful information here. I haven't found other books that address the topic so specifically and thoroughly. I'm guessing that this book sells to at least as many parents of young graduates as to the graduates themselves. Things are different now compared to 20 or even 10 years ago. Kotzan's late-20s age allows him to relate to new graduates while still having enough job-searching scar tissue to be credible. Buy the book. If you can't get your young grads to read it, at least you'll have knowledge to work into your conversations and text messages with them.

0 of 1 people found the following review helpful. Excellent Advice for Freshman and Sophomore College Students  
By Karrin Peterson  
I teach at a community college, and this book provides excellent advice to my "customers." I use it routinely in my classes, as a launching document for essays and projects.

4 of 4 people found the following review helpful. Very Insightful  
By Hank  
If I had to describe this book in two words: "very insightful." Finally, someone that actually gets it! I felt the author really understood the uniqueness of this job market better than any other author I've read on this subject. I'm sure you already know, this certainly is not your father's job market. Heck, this is not even the same job market your older sibling graduated in! This book is filled with underutilized yet practical strategies that job applicants can leverage throughout their job hunt. I particularly enjoyed the author's insights with regard to properly harnessing the latest networking technologies. Perfect for any student.

Do you have what it takes to get hired in today's job market? The world of job searching is a vastly different place than it was just ten years ago. Today's generation of college graduates are dealing with a whole new ball game: a perpetually weak U.S. economy, increased competition from overseas labor, and new technology that has changed the way we find jobs. In this unique guide, Winston Kotzan shares with you strategies for succeeding in today's job market developed from the perspective of Generation Y. Unlike most other job hunting guides that are written by people on the other side of the table, *This is Not Your Father's Job Market* draws on knowledge from successful job hunters who have perfected their strategies by trial and error as a job candidate. Winston, who graduated from business school at the onset of the Great Recession, incorporates the job seeking wisdom obtained through his own job search and those of his peers. The beginning chapters provide guidance on the problems unique to students entering the job market for the first time such as the dilemma of experience and choosing a decisive career path when so many avenues seemingly lead to a dead end. You will also learn how to perfect the art of job seeking by building an extensive professional network and using it to harvest solid job leads. And of course, the later chapters coach the reader on how to interview by explaining what to expect and demystifying the mixed messages that are sometimes delivered by potential employers. *This is Not Your Father's Job Market* is a critical guide for every college student or recent graduate who intends to be successful in finding a job.

About the Author  
Former Wall Street analyst, software developer, and finance professional, Winston Kotzan has been through it all when it comes to finding a job. He graduated from Indiana University's Kelley School of Business with a finance degree at a time when the financial industry was beginning to fold from the mortgage crisis of 2008. He worked for the investment bank Leerink Swann as an equity research associate in healthcare information technology and then transitioned into the industry by working for Allscripts, a leading vendor of healthcare software systems. Having thrived during the toughest job market in decades, Winston brings to you a series of lessons learned about job hunting by himself and his graduating classmates.