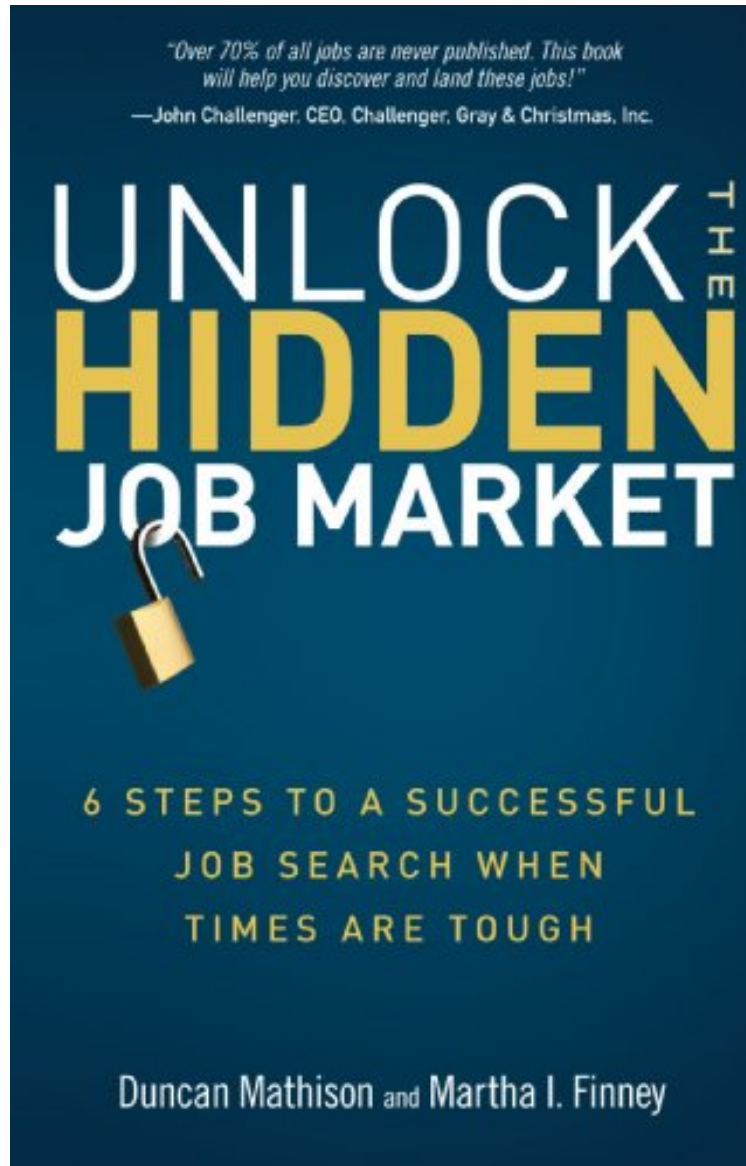


Unlock the Hidden Job Market: 6 Steps to a Successful Job Search When Times Are Tough

Duncan Mathison, Martha I. Finney
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Unlock the Hidden Job Market: 6 Steps to a Successful Job Search When Times Are Tough:

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More than 70% of today's job opportunities come through the hidden job market: they're never advertised, assigned to search firms or internal recruiters, or displayed at job fairs. What's more, as employers cut recruiting costs, the proportion of hidden job opportunities is actually growing. And, since most jobseekers know practically nothing about it, those who do understand it have a powerful inside advantage. Now, two career experts reveal the hidden job market, and show how to use it to dramatically improve your chances of landing a job that fits your passions and skills perfectly. Duncan Mathison and best-selling author Martha Finney help you launch a custom, personal job search that avoids competing with thousands of desperate, laid-off job seekers. Learn how to: Use the hidden job market to leap-frog salary levels or even change professions Uncover hidden market opportunities, and your target employers' unspoken needs and wants Tell your story in two minutes, and make people want to know more Get the interviews that count, and run them like a pro Network without sounding phony, lame or desperate Reframe experiences, passions, and hobbies as transferrable skills Build a strategic support team of advisors Identify a dead-ended job search, and get it restarted Negotiate compensation for hidden jobs.

From the Back Cover""Over 70% of all jobs are never published. This book will help you discover and land these jobs!""-John Challenger, CEO, Challenger, Gray Christmas, Inc. Your perfect job will never be advertised. But you can find it-or create it. Even now. Especially now! TOP CAREER EXPERTS SHOW HOW TO: Uncover hidden opportunities Help companies design the perfect job for you Network without sounding phony, lame, or desperate Reinvigorate a dead-end job search Break free from the frustration and tyranny of online job boards Get the interviews that count and run them like a pro Leap-frog salary levels or change professions Turn your experience into hot new skills Negotiate compensation from a position of strength Fix a broken career Get the great job nobody else knows about! About the Author Duncan Mathison For nearly 18 years, as Vice President, Managing Director, and Senior Consultant for DBM, an international outplacement, coaching, and career management firm, Duncan Mathison advised companies and their employees through reductions in force (RIFs), reorganizations, acquisitions, and operation shutdowns. For the employees impacted by job loss as a result of these actions, he has developed and delivered career transition strategies to help them rapidly find work in their field or successfully reinvent their careers. His clients have ranged across industries including finance, technology, telecommunications, biotechnology, retail, and entertainment. Duncan is an author and speaker on organization performance, leadership, and executive career topics. He was a contributor to the three-volume book set Building High-Performance People and Organizations (Praeger, 2008) and an expert source in Rebound: A Proven Plan for Starting Over After Job Loss, by Martha I. Finney (FT Press, 2009). Mathison is frequently quoted on career and leadership issues in The New York Times, The San Diego Union Tribune, on CNN and MSNBC, as well as on online career advisors such as CareerBuilder.com and HotJobs.com. Duncan Mathison may be reached at Duncan@unlockthehiddenjobmarket.com. Martha I. Finney

Martha I. Finney is President and CEO of Engagement Journeys, LLC, and an internationally respected expert in employee engagement and leadership communications. A business journalist for 20 years before becoming a full-time consultant, she specializes in helping organizations achieve greater employee loyalty, retention, and passion for their work. Her original research on the American workplace has been featured on CNN, NPRs Morning Edition, and major newspapers nationwide. Finney is the author or coauthor of more than 14 books, which have been translated into 5 languages. Her most recent book is *Rebound: A Proven Plan for Starting Over After Job Loss* (FT Press, 2009). Contact her at martha@reboundyourcareer.com. Follow Martha via twitter.com/marthafinney.