

Knock 'Em Dead 2000

Martin Yate CPC

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Martin Yate CPC : Knock 'Em Dead 2000 before purchasing it in order to gage whether or not it would be worth my time, and all praised Knock 'Em Dead 2000:

28 of 28 people found the following review helpful. Pretty good, but not for everybodyBy A CustomerThis is a great book to use if you're looking for a standard business job like accountant or manager, where there are zillions of openings and zillions of candidates, and you have to set yourself apart from the herd. However, in my field, economic/technical consulting, and in government or academia, job openings are fewer and more specialized. Success as a candidate depends a lot on technical qualifications and experience, and jobs do tend to be listed in the paper or in your professional publication. So this book didn't help me much with identifying positions. The best part of Knock `Em Dead is the section on interviewing, not so much for the specific answers as for general attitude: it helps you to understand that people doing the hiring have certain tasks they want done, and you should target your answers to showing how you can help with those tasks. There is also good pep-talk type stuff on overcoming obstacles and responding to objections. On the other hand, I would think twice before using these answers. The people I work with are smart and have pretty sensitive BS detectors. An answer like, "I believe in doing a day's work for a day's pay... This requires organization, time management skills and a positive attitude," in my experience, will not fool anybody, but will come off as smarmy and manipulative - not the impression you want to make in an interview! Finally, the "updated" section on Internet job-hunting is OK, but the up-front part focuses way too much on search services that cost money, while the free stuff - the best and only way to go - is buried way back in an appendix. The bottom line:

good for general issues, but lacking in the specifics. 17 of 17 people found the following review helpful. Excellent interviewing resource
By infotechguy This is an excellent book. I found it after losing a job in 1993 and it completely turned my interviewee skills around. I have returned to it and referred others to it ever since. I have received an offer from every job applied for since first reading it. It provides comprehensive advice including preparation, professionalism, appearance, technique, communication, confidence, body language, mistakes, intro/cover letters, follow-up/thank-you letters and calls, questions to ask and/or defer, and how to separate and distance yourself from other interviewees. It also contains helpful advice for proactively recognizing potentially poor employers and/or interviewers (based on bad or illegal interview questions.) It may have some "b.s.-ish" suggested responses, but the author notes such as general guidelines and recommends paraphrasing such in one's own style and demeanor. A must-have for any professional's library.
10 of 10 people found the following review helpful. Worth Checking Out
By Karen Girard As Career Planning and Development Host at Bella Online, and instructor of employability and lifeskills for a local college, I found Yates Knock Em Dead books invaluable. Much of the information we already know, but Yates pulls out some of the key ingredients in the job search - things that many people overlook in their hunt. I particularly like the basics of interviewing - helping people to see what the interviewers are looking for with specific types of questions. Having realization that there is a specific goal for certain questions helps the job-hunter prepare the best answers - the ones that demonstrate the qualities the interviewers are asking about, instead of flailing while trying to figure out what they want. Preparation is key in interviews, and Knock Em Dead helps us consider our answers to even the most difficult questions. I have been on both sides of the interview table, and yet I still find this a useful book. I used it in my teaching, and still refer to it regularly.

Updated to include the latest information on: -- Resume databases -- Job search web sites -- Online research and networking Plus Knock 'em Dead also includes: -- Dealing with executive search firms -- Tapping the hidden job market -- Ideas on keeping the financial boat afloat while unemployed -- Tips on negotiating the very best salary and benefits package -- Safety networking to protect your job and career, regardless of the economy -- How to recharge a stalled job hunt

About the Author Martin Yate, CPC, is one of the foremost experts in the field of resumes, job search and career management. The author of Knock em Dead, Knock em Dead Resumes, Knock em Dead Cover Letters, Knock em Dead: Secrets Strategies for First-Time Job Seekers, and many other career books. Martin has helped millions of people achieve professional success and he can help you too.