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Purple Squirrel: Stand Out, Land Interviews, And Master The Modern Job Market



Synopsis

Purple Squirrel is the first job seeker book to focus on the art and science of GETTING RECRUITED. Job search can be incredibly time consuming and frustrating, or it can be a highly enjoyable and lucrative experience. If you're interested in discovering what it feels like to be an in-demand resource, this is the only book on the market for you. Managers, critics, and industry experts agree...Purple Squirrel is *the best job seeker and career book in decades*, "the right book at the right time," and "a powerful, practical, and entertaining read." Grab your copy today!

Book Information

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Customer Reviews

As a disclaimer, I am a partner in a retained executive search firm, and after reading Purple Squirrel, I felt like I knew just about everything discussed in this book and I felt that it is more directed to the entry - middle level candidates. That being said, for someone who is at the entry - middle level management stage in their career and looking to distinguish themselves amongst their peers, this book is quite helpful. Unlike another review I read about this book, I appreciated the narrative and found it easy to read and well delivered. Will this book find you your next position/career? Yes and No; information is only as good as you make it. This book will help you find your next position if you actually put in the work, implement what is taught and go after it. If you read it and then don't put the effort in that it takes to stand out, then you won't. I enjoyed the book and believe it is a good guide to finding that next position.

I read the WHOLE thing ... and no real advice for getting jobs. The author breaks down searching into two parts. Things to help you PURSUE a job (the way most job seekers look for work) and GETTING PURSUED (what to do to stand out). Like the title implied, I was hoping for more of the latter. However, by the page count, 11% of the book is about motivation, 73% is about traditional resumes/job searching. Leaving only 26% about ways to stand out. However, these pages are short stories about successful job seekers using two strategies: Use LinkedIn, Have a presentation portfolio with work samples to prove you can do the job (present from it during the interview). Really, "The 2-Hour Job Search: Using Technology to Get the Right Job Faster" is a much better book with a proven strategy. Eric P.S. You'll find many of my reviews are negative. That is because I read a lot of books and tend to write reviews when a book really misses the mark, that is - fails to deliver on the promise in the title. My goal is to save you some money if the book did not deliver because I wish someone had saved me from buying the book. As such, please take my review with a grain of salt. I expect the author to live up to the expectation they promise.

Unemployed? Looking for a new opportunity? Read "Purple Squirrel." Employed? Unhappy with your current role or company? Career stalled? Read "Purple Squirrel." According to Manpower, the largest staffing firm in the world, there are 80 million unhappy employed people who would love to have a new career opportunity. All most people know to do in regard to a "job search" is to (1) network; (2) fire off resume after resume to online postings on the Internet; and then (3) hope! Mike, with his powerful experience as both a 3rd party recruiter and as a member of the Google executive recruiting team, shows you there is a better way! But first, what on earth is a "purple squirrel" anyway? In "headhunting" circles we use the term "purple squirrel" to define a candidate who must meet a very narrowly defined set of criteria to be considered for a hiring company's job opening. In fact, the criteria established by the hiring company is usually so narrowly defined that it's nearly impossible to find a candidate who actually meets the job criteria! So what does this have to do with you? In a word, everything! During his illustrious career, Mike has read thousands of resumes, interviewed hundreds and hundreds of people and has dissected what separates the top 25% of the talent pool from all of the rest. "Most job seekers spend (countless) hours hunting for work and are lucky to receive even a handful of responses from interested employers," Mike explains in his book. "Others update a few online profiles and magically the phone starts ringing." "Have you ever wondered why a given resume compels instant interview requests, while others produce almost no response at all?" he asks. "Or, why some people consistently convert interviews into job offers?" About half of Purple Squirrel addresses the tactics for

finding a job now. The book contains a plethora of proven executables and deliverables that, if implemented properly, will not only allow you to "up your game," it will also enable you to stand out from the crowd, land interviews and get hired far more quickly than most. The remaining half of the book is for those of you who may be suffering the "Sunday night blues," i.e., dreading the arrival of Monday mornings when you're in a job you have come to loathe, and want to explore other career opportunities. Mike literally walks you, the reader, through the process of what it takes to become what he calls an "opportunity magnet." "The real purpose of this book," he says, "is to guide you to the point where you can stop being a job seeker and start being a sought-after resource." In other words, Mike shows you how to position yourself as the elusive "purple squirrel," how to brand yourself as someone within the talent pool who is--or can become!--a highly-sought-after, quite rare species. As a "headhunter" myself, someone who is in the job market each and every business day dealing with both candidates and hiring companies, I know what it takes for a candidate to succeed in today's extremely competitive job market. It's obvious from reading Mike Junge's Purple Squirrel that he also knows what it takes to succeed in today's job market and how someone can go about successfully landing his or her dream job. Skip Freeman - Author, "Headhunter" Hiring Secrets: The Rules of the Hiring Game Have Changed . . . Forever!

I am currently unemployed and used many of his tips in preparing for job interviews. I could see they were impressed when I offered them writing samples when asked about my writing skills. Thanks Mike!

I appreciate what a mentor once termed "small volume" books. To earn five stars from me, the book must be concise and well written, and be a resource I will refer to again and again. Purple Squirrel is just that. Once delivered to my Kindle, I read the "small volume" twice in one evening. Author Michael B Junge writes with energy that motivates, and provides extremely applicable information designed to help you repackage yourself in a purple furry suit with a bushy tail. Many of us today would describe our skills and employment experience as "Welll...." An author who presents a resource that is "concise" and "well written" can help you present yourself as just what the prospective employer is looking for.

I am retired and love being retired. I do not want to go back to work. So why would I choose to read a book such as this one? Well, I like psychology and want to know what makes people tick. The author did an excellent job of telling his readers step by step how to write a resume, network to learn

about job openings and to get recommendations, how to do your best in an interview, how to give notice at your old job, and how to transition to the new job. There were a few errors overlooked by the editor, but the content of the book was so good that I could not reduce my rating because of a few minor errors.

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