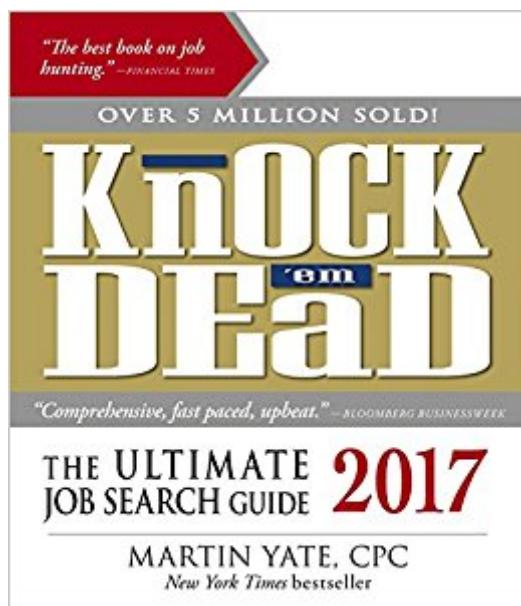


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# Knock 'em Dead 2017: The Ultimate Job Search Guide



## Synopsis

Take control of your job search—•with proven strategies for success! Includes 4+ hours of video and a free resume review! New York Times bestseller Martin Yate has helped millions of people turn their lives around by finding great jobs and managing their career progress. Whether you're looking for a first job, re-entering the market, or planning a career change, Yate's unique Target Job Deconstruction method provides you with a roadmap to professional success utilizing the latest job-search strategies for the digital age. This new edition of his classic guide explains everything from building a keyword-rich online profile to social media networking to accepting an offer. You'll also learn how to:

- Create resumes that get results
- Maximize your LinkedIn profile for optimum discoverability
- Get the most out of career sites like Glassdoor and Indeed
- Turn job interviews into job offers
- Negotiate the best salary and benefits package
- Manage a career and climb the ladder of promotion

Knock 'em Dead 2017 will help you navigate the changing job-search market, land your dream job, and be better prepared to navigate the twists and turns of a long career.

## Book Information

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## Customer Reviews

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.

Great book! I enjoyed the fact that Mr. Yate shared points that are sometimes overlooked in similar books. Things like appearance, silly questions, interview venue. I found most chapters offered something that applied directly to me. He also did a good job applying some humor throughout the book. While the book may look like a textbook, it did not read like one. Very well put together and informative, thank you. Also, a side note, I have been asked "why is a manhole round?" Thanks for including it!

I've been using the Knock em Dead book for years during career changes. Martin Yate provides the tools necessary to successfully navigate the complex maze of writing an effective resume, job search, interview preparation, interview techniques, and ultimately landing a great career. Martin's extensive background and expertise is laid out clearly and concisely within each page and provides the reader a detailed roadmap on how to successfully outmaneuver other candidates and win their next great career! I have recommended this book to friends, who in turn, have used it to successfully find their next career. I highly recommend this book to anyone who is looking for the tools necessary to find their next career.

I was looking for something to help me with my job search. After 20 years of working in various industries and holding a number of different job titles, I finally knew what I wanted to do. However, I had no idea what steps to take to get my "dream" job. I had read articles Marin Yate wrote, and was always impressed with his knowledge and advice. One of the articles mentioned this book, so I checked it out. The reviews were outstanding, and sounded like the exact help I needed. I cannot say enough about this book! It gives you step by step advice through the entire job search process. What are your skills, how to script your resume, what questions will be asked during the interview and what are the responses the interviewer is looking for, how to answer those dreaded questions (like what is your weakness) in a positive and productive way, how to network to get results you want, how to negotiate, and SO much more! Truly, this book walks you through every step. I am so grateful I read and followed the advice in this book. I am no longer anxious about my job search, because I am well prepared to nail it! All I can say is Thank You for writing this book!

I have been in the workforce for 21 years. Before I interviewed for my first job, someone suggested I

read this book. The book was very helpful and enlightening. I got the first job I interviewed for. Throughout the years, I have interviewed with three other companies. Before each interview cycle I have repurchased and reread the book. I have received job offers from each company. This book will tell you what to say and what not to say. Interviewing is a bit of a game and this book tells you how to play it.

Martin Yate's Knock' Em Dead series has been immensely helpful to my job search. Yate's books are clearly and professionally written, to the point, and remarkably thorough. The Ultimate Job Search Guide, in particular, allowed me to discover my strengths as a young professional, build my personal brand, and market myself even with my relatively limited experience using the TJD process. I also gained confidence in handling potential job interviews and phone calls, as the book also teaches you how to answer difficult questions by the hiring manager and turn an interview into a job offer. The book is extremely up to date in that it shows you how to position yourself for success in a Skype interview, which is incrementally important in a technology-filled modern world. Thank you Mr. Yate for your detailed, useful advice. I strongly recommend job-seekers to also check out the resume and cover letter guides in the Knock' Em Dead series. These books contain information that even college career services do not cover.

I have bought this book five other times, and it is \*SO\* worth it! Each version has something new and important. This time, I learned a ton about what I need to do with my LinkedIn site, how to brand my resume, and more about how to answer interview questions. Seriously, each time I get this book, I use it, I get the job, I negotiate for extras and get them, and have won out over 77 other applicants for jobs. His book works, it really does. Get your highlighter out, get your pencil out, write in the margins, dog-ear the pages, use this book and you will succeed. My favorite pages are 22, 25, 26, 29, 43, 59, 63, 160, 163, 199, 213, 250, and that's as far as I've gotten so far. I've changed my resume as a result, changed my interview questions, ensured I include certain nuggets in my interview answers, got a new professional head shot for my LinkedIn, and am next going to work on my LinkedIn profile.

I used this book back in the 90's to get a job and it worked every time I interviewed. Now my niece is 22 and I bought it for her. She now knows how to answer the toughest questions.

A tremendous job search reference. I can see why it's lasted for over 30 years - periodically

updated, with this edition including the most recent social media tools and wining techniques.

Should be among the top of the job searcher's (and we all are job searchers) reference list.

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