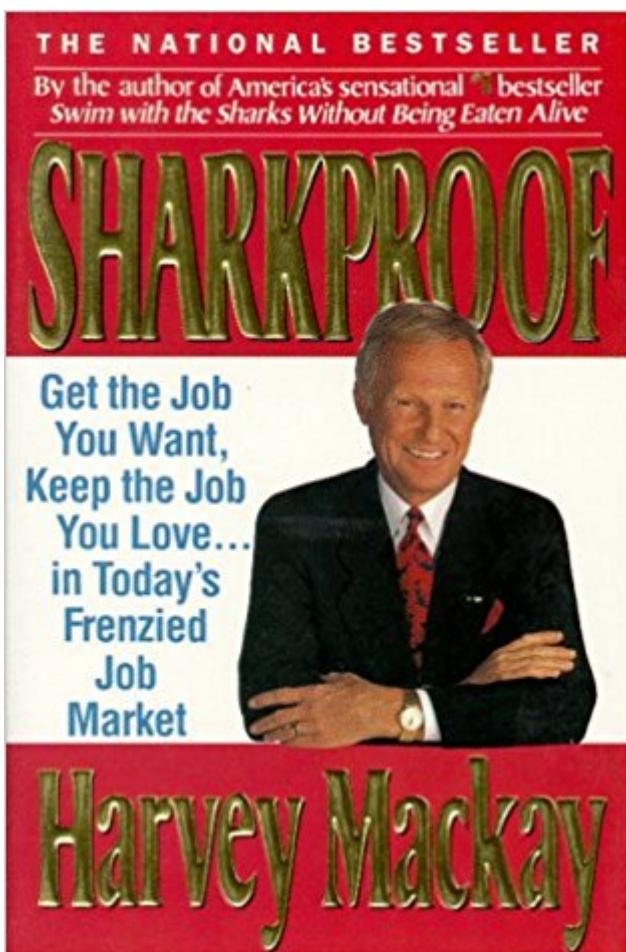


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Sharkproof: Get The Job You Want, Keep The Job You Love... In Today's Frenzied Job Market



Synopsis

The latest book by the author of *Swim With the Sharks Without Being Eaten Alive* offers techniques for getting--and keeping--a job, from preparing for interviews to surviving layoffs. Reprint. 100,000 first printing; \$60,000 ad/promo.

Book Information

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Average Customer Review: 3.4 out of 5 stars 5 customer reviews

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Customer Reviews

Have you ever feared the prospect of losing your job? These days, who hasn't? Have you struggled with the morale-blasting effect of a never-ending job search? Do you simply want to move up in the job you have? The bestselling *Sharkproof* is a priceless guide for those facing today's vicious job market. It can help you get back on your feet as you bait sharks (the interviewer) and then reel them in (land the ideal job offer). Praised by such folks as Larry King, Elizabeth Dole, Steven Covey, and Jack Kemp, this friendly guide is divided into four sections: "Sink or Swim," "Ready?" "Aim...," and "Hired!" Sprinkling the book with humorous and inspiring anecdotes, author Harvey Mackey is clearly sympathetic to the demoralized job applicant, using gentle language and concentrating heavily on how to deal with being "dehired." He suggests ways to raise the spirits, such as volunteering for something you are passionate about. Once your self-esteem has returned, the job search can continue with more chances for success. *Sharkproof* contains most of the standard job search information, but does include some original ideas such as a post-interview evaluation form. "If the company that interviewed you is going to write a report on you," he asks, "shouldn't you, too?" This is an important read for anyone currently competing in today's "rat race." --Cate Bick

The master salesman and best-selling author (*Swim with the Sharks Without Being Eaten Alive* , LJ 4/15/88, and *Beware the Naked Man Who Offers You His Shirt* , LJ 1/90) is back with a blend of anecdotes and maxims designed to perk up anybody's job search. Mackay is an excellent storyteller and good writer--even when the advice is fairly predictable (i.e., know what you're good at and nurture your business contacts). The overall effect is stimulating. Colorful vignettes and a sprinkling of unorthodox suggestions, such as having your mother write a letter of reference, make this book as entertaining as his other two hits. The emphasis on self-promotion may strike some as self-centered. Yet it is the type of strategy Mackay has used throughout his career and is likely to make this book one patrons will ask for. Recommended for general business collections.- M. Uri Toch, P.L. of Cincinnati and Hamilton Cty. Copyright 1992 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

Ok

I believe that this book has been the most realistic book that has been written on job search techniques for the 1990's, and Harvey Mackay comes across as an individual who cares about other people and their success. He also admonishes businesses and the government to create more jobs and be more concerned for people's welfare. I decided to try one suggestion that goes against what most of the other books have advised and against what most of my friends and college professors have said concerning job hunting. Most of the people with whom I have spoken and books which I have read have advised me to be conservative. Harvey Mackay advises the reader to stand out from the crowd by being creative and different. I decided to take a chance and wrote a short letter outlining my life and the challenges that I had faced to E-Systems in Dallas. The lady who read my letter was so impressed by the approach that she interviewed me for a position as a software engineer over the telephone and forwarded my resume to her supervisor. My friends and I had a good laugh after I told them that my letter had worked. SHARKPROOF is an excellent book in Harvey Mackay's series of books, and there is even an offer for a free book on networking in the back of the paperback edition provided that you donate \$5 to the American Cancer Society

Don't get me wrong. I love Harvey MacKay. I think all of his books (except this one) are phenomenal. this book might have been cutting edge when it was first written but those who are highly knowledgeable about job search strategies in this day and age will agree it just doesn't keep

up with the times in being relevant for use today in 2003. It is eerie how the economy back then mirrors how it is now. There's some great Job search & Career books out there, Harvey's just isn't one of them. This is the only MacKay book I've given less than 4 stars. Maybe that's why it's no longer in print?

Harvey's book is a fantastic tool for the job hunt. He takes all of his years of hiring experience and lays it out for you to use. The chapters are short (2-3 pages) which makes this an easy, entertaining read packed with valuable job seeking and interviewing approaches. I have bought this as gifts for numerous job hunters and received nothing but positive feedback.

Sharkproof will entertain you and give you the best insight on finding a job-career, networking, getting a raise, holding onto your job, getting that promotion, and everything associated with the job. My copy has been loaned to friends twice and it was pulling teeth to get the copy back!

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