



Guerrilla Marketing for Job Hunters 2.0: 1,001 Unconventional Tips, Tricks and Tactics for Landing Your Dream Job

Jay Conrad Levinson, David E. Perry

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An updated field manual for guerrilla job hunters Guerrilla Marketing for Job Hunters 2.0 delivers unbeatable new techniques for landing a great job even in a recession. Like the first edition, this job-winning resource reveals inside strategies and techniques that get people hired. This updated, expanded edition offers breakthrough tips for using social networking sites like LinkedIn and MySpace to land a great job. Readers will learn how to promote themselves like a Hollywood movie; deploy the forbidden weapons of top-gun headhunters; and negotiate job offers like a sports agent. Jay Conrad Levinson (DeBary, FL) is the Chairman of Guerrilla Marketing International, as well as the author of the bestselling Guerrilla Marketing series of books. David E. Perry (Ottawa, ON, Canada) is Managing Partner of Perry-Martel International, a top executive search, recruiting, and placement firm.

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