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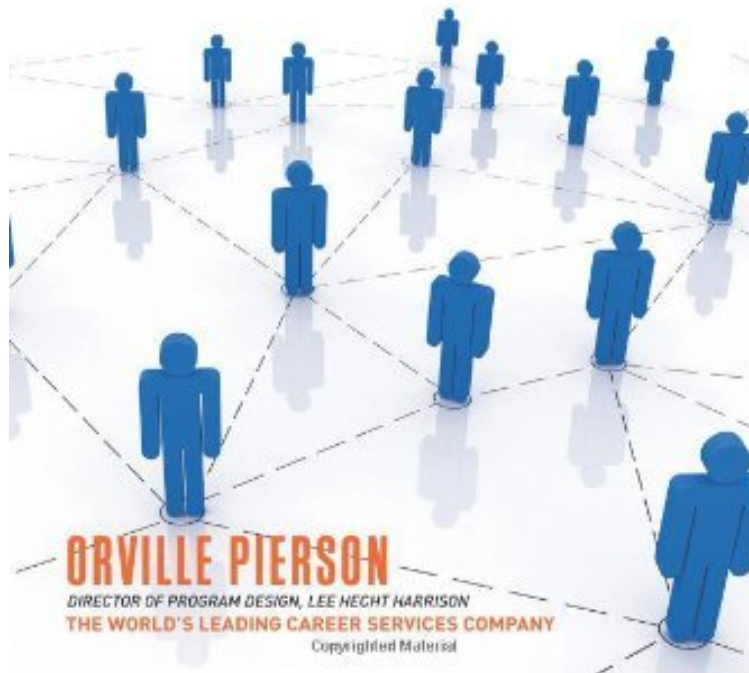
Orville Pierson

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THE POWERFUL TOOL USED BY MILLIONS OF SUCCESSFUL JOB HUNTERS

HIGHLY EFFECTIVE NETWORKING

MEET THE RIGHT PEOPLE AND GET A GREAT JOB



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Orville Pierson : Highly Effective Networking: Meet the Right People and Get a Good Job before purchasing it in order to gage whether or not it would be worth my time, and all praised Highly Effective Networking: Meet the Right People and Get a Good Job:

1 of 1 people found the following review helpful. Outstanding, Specific Steps Guide to NetworksBy Silicon Valley DenizenThe author's credentials and extensive experience at outplacement firm, Lee Hecht Harrison, provide the basis for this excellent guide thru the Networking Processes.Chapter 3 - Networking Myths, misunderstandings, and dumb

ideas explains the 7 myths of networking. What networking is NOT. Then Chapter 4 - Real Networking and How it Works - tells the parallels between Job Networking and the usual exchange of information we humans do casually every day with each other - how was that play, movie, sports event you attended? That exchange is networking - it's easy and stress-free. He explains how to take that behavior into Job Networking. I found his categories of networks, scripts for approaching new contacts, and actions to avoid very helpful during my job search. He provides a simple 3-part "Project Plan" for your job search; Networking is used as part of that plan to deliver your Core Message. Useful Book - glad I found it! It's helped significantly 3 of 3 people found the following review helpful. Pierson's sober, intelligent, and effective guide to networking. By Steven Savage PROS: * A sober, straightforward system for networking for a new job. * Builds on Pierson's past work effectively. * A refreshing, low-key change to the "supernetworking" books. CONS: * Repeats some previous material. * The system presented is very intense, and may take effort to adapt to a lower-key job search. SUMMARY: A book on career networking with the network you have, and how to do it in an organized manner. A good purchase if you want to improve your network use or use Pierson's techniques. Orville Pierson's "The Unwritten Secrets of the Highly Effective Job Search" is one of the books I recommend to every job seeker, professional, and careerists. Though his prose is at times dull, his intelligent, rational, and systematic approach is simply fantastic. Pierson took a lot of common sense job search tips and made a system out of it. So when I heard he had another book out, focusing on networking in the job search, I had to read it - and of course review it. If there was a flaw in the last book, it was the dull prose. I'm pleased to report Pierson has changed his style, keeping his sober and non-sensational style, while making it more accessible and less dull. It also makes the book read remarkably fast, as it's well-paced. Pierson's focus is deliberately not on supernetworking or becoming a master of networking - he leaves that to others. His goal instead is to spell out how people can use the network they have to create a highly effective job search. Even if you don't think you have much of a network, Pierson's book helps you figure out what you can do with your current network, and helps you see how much networking power you really have. His approach is, as in his last book, a serious, systematic approach - and one that is for a serious job hunter. He discusses examining your target markets and businesses, then focusing on how you can leverage your network to find the jobs you want at the places you want. Each step is designed to get you closer to the right people and the decision that hires you. As Pierson leads you through his system, he also discusses the philosophies of good job searches and networking. This helps understand the "why" of what you're doing, and it frankly does a good job of helping explain what good job networking involves. These lessons and digressions aren't invasive, and actually help one understand just what good job networking involves. The book itself can stand alone from Pierson's first work, though it does work better as a compliment to it. The books do share a lot of material, so though both are worth reading, you will get some repetition. I'm glad to see another good, rational, organized book on job searching and networking. Pierson is a welcome voice of calm, organization, professionalism, and thoughtful action. I'm looking forward to his next book!

0 of 0 people found the following review helpful. very helpful. By H. MacKenzie I was unemployed and took some classes in job search strategies. This book was recommended by the presenter and since I have been very uncomfortable at the idea of networking I thought I would give it a try. I loved it!!! It is very readable, well thought out, and helped to take some of the fear out of networking. Networking is basically just getting to know people! Nothing fancy or daunting, really, and it's not sales at all. And it was nice to know that SO many people are uncomfortable with the idea of networking that I was in good company. It's just something you gotta do to have a better chance of finding work, and you may get to like it with practice! I still don't feel totally comfortable with it yet, but I have made a lot of progress and highly recommend this book to anyone looking for a new job or just interested in expanding their professional connections.

Virtually all job hunting experts agree that networking is the best way to find a great job. But most people don't have connections to the decision makers who do the hiring. And "networking" books, which are mostly written by and for salespeople, suggest aggressive tactics, often confusing these with real networking. They focus on building a powerful network over the course of a lifetime. But when you need a new job, you don't have time to build a huge, powerful network. You've got to use the network you already have. Orville Pierson, a top expert in job hunting, tells you how to succeed by effectively using your current circle of contacts. He cuts through the myths and misunderstandings to show you how millions of job hunters have networked their way to great new jobs. Highly Effective Networking empowers you to:

- * Use a small network to reach dozens of insiders and decision makers.
- * Get the right message to the right people, even if you have never met them.
- * Create a project plan to organize your networking efforts.
- * Speak effectively and comfortably with your networking contacts.
- * Talk to decision makers before the job opening is announced.

Networking in job hunting is different than other networking. You don't have to hobnob with the rich and famous. There's no need for aggressive sales tactics. You just need to understand how real networking fits into your job search, and then be systematic about doing it.

About the Author Orville Pierson is the author of *The Unwritten Rules of the Highly Effective Job Search* and senior vice president and corporate director of program design and service delivery for Lee Hecht Harrison, a leading career

services company with 240 offices worldwide. In career services since 1977, Pierson has trained hundreds of career consultants. Yale educated, he is in demand as a speaker for college undergraduates, business school alumni, and job hunters ranging from hourly workers to senior executives. Often quoted by journalists, his work has been featured on radio and TV. He lives in Northampton, Massachusetts.