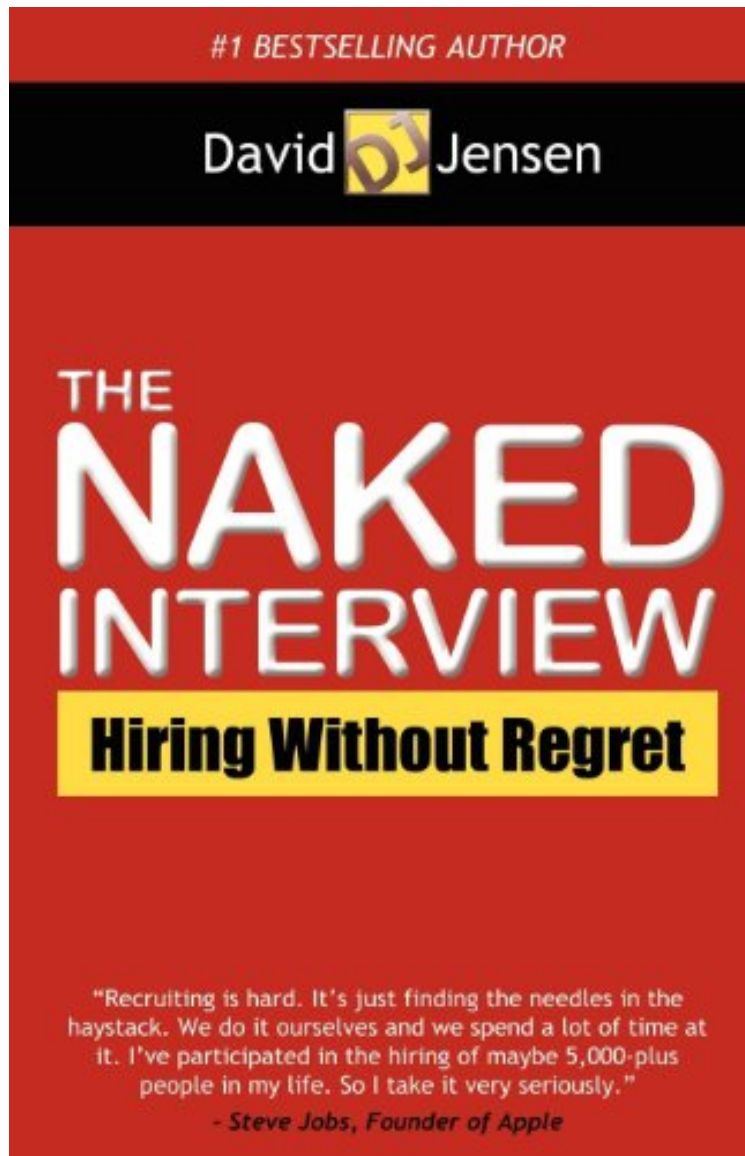


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The Naked Interview: Hiring Without Regret

David Jensen

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Any business owner that every has to hire anyone really needs to read this book.

There are methods to the hiring process that if applied in your business can help you eliminate costly turnover and inefficient staff. All business owners and Human Resource executives want that. Most are unfortunately not achieving those results. In David Jensen's twenty years of business consulting he saw the common heartache business owners shared and vowed to implement a solution for all those dealing with this. The Naked Interview is that solution and has helped thousands of business owners. David Jensen lays out for you the simple, detailed approach you need to take in order to turn your hiring into a stress-free process.

"I can speak from experience that HIRING is the toughest job as a business owner and ONE bad hire can cause YEARS of misery! Hiring has always been the biggest gamble and the biggest headache in all of my businesses. Finally somebody is tackling the core issues of this problem and giving some sane solutions. David your advice in hiring has helped immensely! Thanks for sharing your strategies!!"
-Jim Worman
CEO/Entrepreneur
Jensen nailed it. As a business and franchise owner myself, I found this book extremely valuable! As a business coach I loved David's pointers on decision and especially crystal clear on first evaluating what area you are hiring for. I know with this system my clients will benefit greatly and I will be referring back to this book often in the future.
-Todd Woods
Author of Guerilla Marketing for Franchisees
David Jensen has developed a system that takes the guess work and finger-crossing out of the equation. In his Ten Truths, he summarizes the most important steps to take for hiring the right person to add to your team. His method of approach is easy to assimilate and got some great stories. The Naked Interview is a must read for executives that want to improve their business!
-Eric Brackett
CEO of BTI Communications