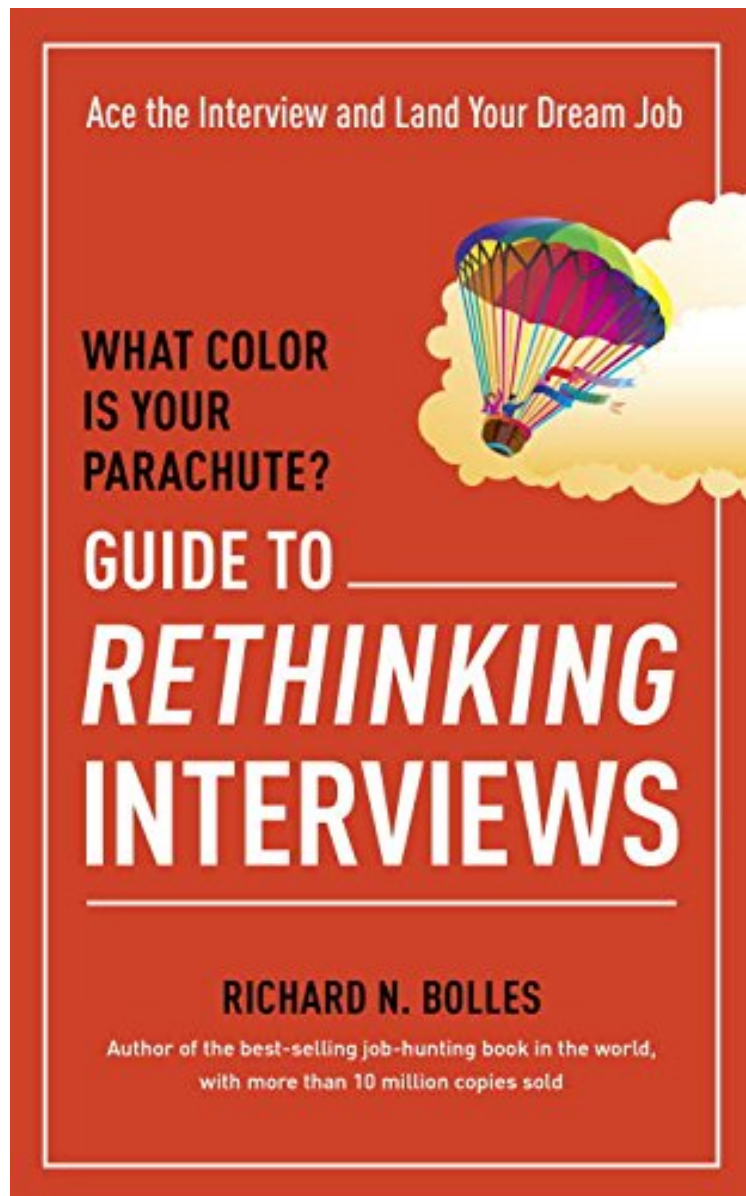


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What Color Is Your Parachute? Guide to Rethinking Interviews: Ace the Interview and Land Your Dream Job

Richard N. Bolles

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The first interview book from the *What Color Is Your Parachute?* career guru Richard Bolles. Interviews instill fear in many a job-hunter, but this empowering guide from legendary career expert Richard N. Bolles reveals that interviews are really just conversations to determine if the work and workplace is a great fit for both parties. For the first time, Bolles combines his decades of experience with the latest studies and job-market research to create an all-in-one guide for the whole interview process, from pre-interview research to elevator pitches, tell me about yourself questions, and salary negotiation. This slender handbook provides just the essentials: the three most important things you need to know about interviews, the five questions you must have answers for, and an ingenious summary of how to succeed. With this guide in hand, you'll walk into interviews with confidence, armed with the means to impress and hopefully land your dream job.

About the Author RICHARD N. BOLLES is considered to be the father of the modern career development field and is the author of the best-selling job-hunting book of all time, *What Color Is Your Parachute?*, which has sold more than 10 million copies in twenty languages. He has keynoted hundreds of conferences and has been featured in the *New York Times*, *Fortune*, *Fast Company*, the *Economist*, *Bloomberg Businessweek*, and the *Wall Street Journal*. He lives in the San Francisco Bay Area with his wife, Marci. Excerpt. Reprinted by permission. All rights reserved. The Three Most Important Things About Job Interviews Boiling Things Down to Their Essence How to interview is a very popular subject: in magazines, on the Internet, on YouTube, blogs, and websites. Indeed, whole books have been written about the subject. If all this advice were put together, you'd have an encyclopedia to study. But you don't have the time, or the patience, to read all that stuff. So, what I want to do in this small guide is to begin by boiling it all down, into a few essential ideas. Out of all the advice that is out there, here are the three most important things to know about job interviews. The First Most Important Thing to Know About Interviews An interview for a job is essentially just a conversation. Let's use the metaphor of dating. This conversation is two people: employer and job-hunter attempting to decide whether or not you both want to try going steady. A conversation requires two people, not one. This is not a silent auction. You're thinking that in the interview it's all up to the employer. Well, that's not true. What the employer decides is critical, of course; but so is what you, the job-hunter, decide. If you doubt this last point, meditate on the word quit. It's obvious you have something to say about taking this job, either now or later. (Choose Now.) Even if you're at the end of your rope, flat broke, starving, and you've got to take anything that comes along, at this point, you still have the right to ask intelligent questions during the interview about what you're getting yourself into. You don't just sit there, quietly. The job interview should always be a genuine conversation. It is important to notice that this conversation involves two stages. Most job-hunters assume it has just one: sell the employer on the idea that you're the best person for the job. From the minute the interview begins, sell, sell, sell. No, no, no. A true conversation has two stages, for both participants: first, information gathering, and only then, selling yourself. What kind of information do you as job-hunter want to gather? That's pretty simple. You use the interview to satisfy your every curiosity about the place, the job, and the people there. You try to find out Do I like you all? Do I want to work here? You want to find that out now, not have to quit in two months, or somewhere down the road. Only when you have finished your information gathering, only if you have concluded Yes, I think I do want to work here, do you then turn your energy toward the second phase of the conversation: marketing selling them on the idea that You're The One. It goes without saying that the interview is an information-gathering process for the employer as well. You already knew that. Whether one person or a team is interviewing you, they are using the interview(s) to find out Do we like you? Do we want you? Do you have the skills, knowledge, or experience that we really need? Do you have the right attitude that we are looking for? And, how will you fit in with our other employees? Only if they decide that they want you, do they then enter into their second phase: selling you on the idea that this would be a good place for you to work. So there you have it, the first most important thing about the interview: It is a two-way conversation, between you and the employer, that has two steps for each of you: collecting information, then and only then selling.