



Marketing Tips for the Unemployed, Underemployed & College Graduate:: How To Compete And Win In This Crazy Job Market

Gene Pinder

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This is a crazy time to be searching for a job. Openings are scarce, and those positions that do up open wind up with hundreds, if not thousands, of applications or resumes. Let's face it. It's tough out there and there's no guarantee it's going to get a whole lot better in the near future. We could be looking at a decade of economic stagnation. That's why if you a job seeker you need to fully understand and use the fundamental principles of marketing. After all, job hunting is all about marketing. You market your talents, skills, experience and capabilities. You also market your ideas and vision and all of those intangibles that employers like to see in a prospective employee. In other words, you market yourself, and you do it against some stiff competition. Doesn't it make sense to learn as much as you can about how to do it better? This book is intended to help give you a competitive advantage in the job hunt by arming you with marketing knowledge that has helped companies large and small. There are no great secrets here. These ideas have been around for a long time. The real question is – can you pick up some nuggets of new information that will either jumpstart your job search or put you on a new track that will generate better results? The author, Gene Pinder, is a marketing veteran who has worked with a number of startup companies, government agencies and non-profits. He's had some spectacular successes; he's also had some colossal marketing failures. Along the way, he's learned what works and what is hype or myth, and now he's ready to share much of that knowledge to help those people who might need new marketing skills the most – today's job seekers.

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