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# Never Apply For A Job Again!: Break The Rules, Cut The Line, Beat The Rest



## Synopsis

"Never Apply For a Job Again! is what everyone needs to understand how the hidden job market works. Get it and use it before the secrets get out on WikiLeaks."--Penelope Trunk, the original Brazen Careerist, author, blogger, entrepreneur

"This book is an essential read for insightful, witty, and bold truths about getting a job. I immediately adopted his fundamental philosophy: 'Meet and be known by others.' Anyone who implements these principles will be instantly shot out of the ballpark of competition and confidently on their way to a great job in this new economy."--Bridget Nielsen, new grad, social media consultant, and passion coach

"Never Apply for a Job Again! elaborates on a secret I've preached for years: in a job search, the best way to get to work is to network. Darrell Gurney will help you open the back door to your next career move."--Harvey Mackay, author of the #1 New York Times best-seller *Swim With the Sharks Without Being Eaten Alive*

"Never Apply for a Job Again! applies the basic truth of my own philosophy to your job search: relationships are the key. Whether it's a job, a career change, or even an entrepreneurial venture, it's the people who make anything possible for you. Anything!"--Keith Ferrazzi, coauthor of the bestselling *Never Eat Alone*

"I've read stacks of books on networking over the years, but never one that shows in such simple terms not only how to go out and meet whomever you want, but how to climb into their good graces. There's a need for straight talk to help legions of professionals make new job connections--Darrell Gurney gets it and delivers the goods."--Joyce Lain Kennedy, syndicated columnist and author of *Resumes for Dummies*

"Whether it's building wealth through a job or your own business, Darrell Gurney shares how to connect with people through whom that abundance will flow."--T. Harv Eker, author of the #1 New York Times best-seller *Secrets of the Millionaire Mind*

"Never Apply for a Job Again! applies tribal dynamics to communicate and get known. Future corporate leaders must have the ability to put 'career tribes' in place and start building teams even before they're hired. This book shows you how."--Dave Logan, coauthor of the #1 New York Times best-seller *Tribal Leadership*

Drawing on basic principles of human psychology, Gurney shows readers how to open doors to influential players in their fields of interest to gain top-of-mind awareness and top-drawer connectedness. Through 10 simple and easy-to-follow principles, Gurney teaches readers how to create powerful relationships with anyone, anywhere, for lifetime career management. You'll learn how to:

- Devise compelling ways to meet influential people
- Determine whom to talk to and where to go for connections
- Use the power of ego to gain another's favor
- Stay awake to opportunities at all times

## Book Information

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## Customer Reviews

Darrell W. Gurney is a career adviser, coach, speaker, workshop leader, and founder of CareerGuy.com. And like the best career advisers, he does not simply help his clients find their next job; he teaches them how to manage their careers for a lifetime. In *Never Apply for a Job Again!*, Gurney teaches job seekers how they can become their own headhunters by tapping into the hidden job market - the 65 - 80% of job opportunities that are never posted. He calls this the *Stealth Job Search Method*. In short, Gurney offers a step-by-step method to network your way into your next job. He defines the "4M Method of Career Management: Meet people, in a Memorable way, so as to stay top-of-Mind, and then Maintain those relationships for life. On this platform, the balance of the book details the "Ten Time-Tested Principles for Launching an Effective Stealth Campaign," which includes: Asking for informational interviews instead of job interviews (although, Gurney never calls them "informational interviews"), Do your research, and be sincerely interested, Aim as high in an organization as you can for your informational interviews, Tips on how to get past the gatekeeper, Arrange face-to-face meetings in their place of business, Handing your resume but not asking for a job! Repeat, as many times as necessary. Gurney's advice is spot-on, and is consistent with my own research and experience: If you know what kind of position you seek, learn and practice effective networking, you will eventually find an opportunity for the position you want where you might be the only applicant.

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