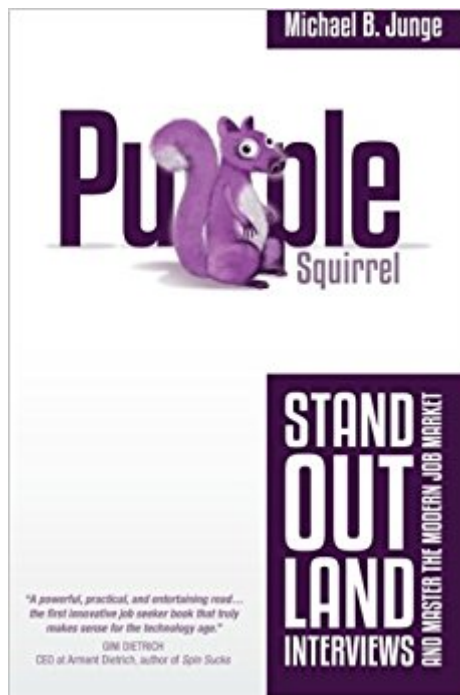




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Purple Squirrel: Stand Out, Land Interviews, And Master The Modern Job Market



Synopsis

Purple Squirrel is the first job seeker book to focus on the art and science of GETTING RECRUITED. Job search can be incredibly time consuming and frustrating, or it can be a highly enjoyable and lucrative experience. If you're interested in discovering what it feels like to be an in-demand resource, this is the only book on the market for you. Managers, critics, and industry experts agree...Purple Squirrel is "the best job seeker and career book in decades," "the right book at the right time," and "a powerful, practical, and entertaining read." Grab your copy today!

Book Information

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Customer Reviews

"An engaging, well-written, and comprehensive guide to getting ahead in the 21st century job market." Dr. Paul Powers, Author of Winning Job Interviews and Love Your Job
"A powerful, practical, and entertaining read... the first innovative job seeker book that truly makes sense for the technology age." Gini Dietrich, CEO at Arment Dietrich, author of Spin Sucks
"Purple Squirrel will give you an edge over your competition and help you move your career forward at a pace you never thought possible." Michael D. Ellis, President and Co-Founder Surrex Solutions Corporation
"An insightful and practical guide to mastering the job search process." Sophie Beaurpere, Director of Communications at Indeed.com
"Purple Squirrel is the right book at the right time." Jay Heinlein, Published Media Professional

Michael B. Junge is a career coach, author and entrepreneur who currently serves on the

leadership recruiting team at Google, Inc. Previously, he was a key startup team member and five-time Recruiter of the Year for a national staffing firm that grew from \$0 to more than \$50M in annual revenues. Michael has helped hundreds of clients land positions with companies that include Nestle, AT&T, Warner Brothers, Disney, Boeing, Humana, GMAC, Pacific Life, First American, Kaiser, Northrop, Parker Hannifin, Experian, Siemens, and dozens more. He can be visited online at michaelbjunge.com.

I appreciate what a mentor once termed "small volume" books. To earn five stars from me, the book must be concise and well written, and be a resource I will refer to again and again. Purple Squirrel is just that. Once delivered to my Kindle, I read the "small volume" twice in one evening. Author Michael B Junge writes with energy that motivates, and provides extremely applicable information designed to help you repackage yourself in a purple furry suit with a bushy tail. Many of us today would describe our skills and employment experience as "Welll....." An author who presents a resource that is "concise" and "well written" can help you present yourself as just what the prospective employer is looking for.

I am retired and love being retired. I do not want to go back to work. So why would I choose to read a book such as this one? Well, I like psychology and want to know what makes people tick. The author did an excellent job of telling his readers step by step how to write a resume, network to learn about job openings and to get recommendations, how to do your best in an interview, how to give notice at your old job, and how to transition to the new job. There were a few errors overlooked by the editor, but the content of the book was so good that I could not reduce my rating because of a few minor errors.

Purple Squirrel is an easy read with some useful tips. Given the title, I would have liked to see a little more personality and quirkiness in the content. The techniques and templates were really solid, though, so I feel like I got good value from the purchase. All in all, it's a solid resource. Better than most, actually.

You know when you come across an idea that you've intuitively known, but never quite articulated? There's that "A ha!" moment you have when the idea clicks. While reading Purple Squirrel I experienced a number of those. Some new ground was broken for me, but for the most part the experience of reading this book was more one of turning nebulous concepts that I already had

absorbed into concrete, actionable forms. Purple Squirrel was an easy read, and it was absolutely worth my time. If you're looking for a job, trying to figure out what you want to do with your life, or are just trying to gather more information about how the job market works, Purple Squirrel will be a good read for you.

It is good for someone in middle management in the business world, but not so much for in the scientific world or for just graduating with no experience. It relies heavily on one being able to show value to future employers by presenting projects that were completed in previous job situations and that you know the \$ value of the impact on the company that you left.

Different approach to job seeking process. Instead of applying to hundred job offers, you represent yourself on the Web from professional point of view, and that makes employers contact you. After short time from starting reading this book and updating my LinkedIn profile I've got contacted by HR manager from some well-known company. And I even didn't look for a job. This book has a good set of advises. And it will take you little time to both read this book and improve job seeking process simultaneously. Of course, you'd need to posses needed skills and experience to find desired job, but this book will give you a possibility to look at the process differently, and with this improve it.

Tons of books on the market tout a "secret" that you don't know about job search, but you often find it's the same old stuff you've heard a million times. I was pleasantly surprised with Purple Squirrel. This book had a great balance of the basics with a good bit of detailed and helpful information...and it wasn't just about how to re-format your resume! It was a comprehensive look at how to approach the whole process. Kudos to Michael B. Junge.

It's an easy read and covers the topic really well. The practical recommendations such as leveraging LinkedIn to find an HR manager and resume blasting are very helpful. But the focus and examples were clearly on technology-oriented jobs. It is not clear whether executive job hunting or other sectors benefit from the same process. It would have been helpful if it expanded a bit more to address purple squirrels in the larger job market. If you're looking for a technology job, than this book is for you.

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