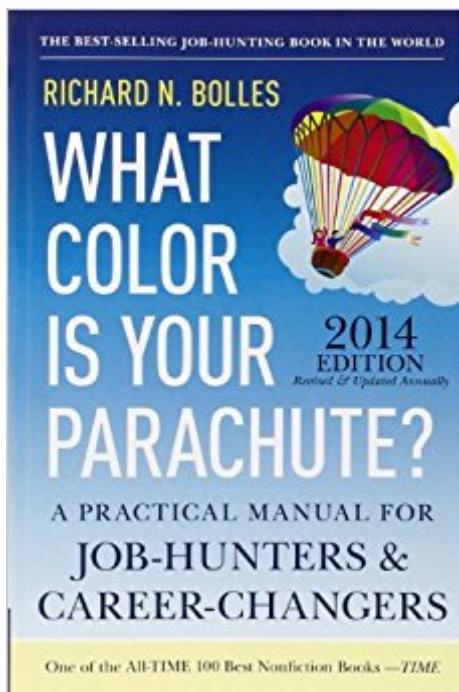


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# What Color Is Your Parachute? 2014: A Practical Manual For Job-Hunters And Career-Changers



## Synopsis

The world's most popular job-search book is updated for 2014 with up-to-the-minute information and tips for how-to look for work and change careers. In today's challenging job-market, the long-trusted guidance of What Color Is Your Parachute? is needed more than ever. Published in 22 languages and 26 countries, and with over 10 million copies sold, What Color is Your Parachute? has helped millions discover their unique gifts, skills, and interests and land a job--even in hard times. This 2014 edition of [one of] the 100 best and most influential [nonfiction books] written in English since 1923, according to TIME.com, is refreshed with up-to-the-minute statistics, job-field analyses, and advice on social media and search tactics (including Facebook, LinkedIn, Twitter, Skype, Yelp, and YouTube). However, Parachute's core message remains intact: WHAT, WHERE, and HOW. What do you most love to do? Where do you most love to do it? How do you find such a job and persuade those employers to hire you? Career and business guru Richard (Dick) Bolles, who coined the terms "informational interview" and "transferable skills," demystifies the entire job-search process, from resumes, interviewing, networking, salary negotiation, career coaches, how to start your own business, and more. Recent grads, workers laid-off mid-career, and people searching for an inspiring work-life change will all benefit from the support, encouragement, and nuts-and-bolts guidance Parachute has to offer. As Dave Kerpen, New York Times bestselling author and CEO of social media software platform Likable Local and chairman of Likeable Media, said on LinkedIn about pursuing his passions post-college: "For several months I floundered -- as a life insurance salesman, a pizza delivery guy, and a tutor. Then I found a book which changed my life - What Color Is Your Parachute? (incidentally, the best-selling career book of all time). The book essentially says: Figure out what you're passionate about, and then go find an industry, organization and job through which you can pursue your passions. I was passionate about marketing, and media, and children, and I loved the Disney brand. So I found Radio Disney, called them up and asked to meet with them, and even though there was no job posted, I got a job there. A year later I was the top salesperson in the country, and while I have changed jobs and careers several times, I've always pursued things I'm super passionate about. If you don't have a job yet, and take away just one thing from me today: Get the book." What other readers and reviewers are saying about What Color is Your Parachute? and Dick Bolles: "This edition is as relevant today as when it was first published. Dick Bolles insightfully stays on the cutting edge of job-searching, and the book is full of new and updated suggestions, along with the classic advice that continues to hold true

today. • Alison Doyle, About.com Guide • "If you go into the bookstore and find the section on jobs, careers, or networking • the reason that section even exists is because of Dick Bolles. • G. L. Hoffman, JobDig • "This book brought me back to life, caused me to rethink everything about myself and revived my passion for me to be my best self. • Simi Kaila • Are you ready to dust off your motivation, land a job, and live your best life?

## Book Information

## Series: What Color Is Your Parachute?

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## Customer Reviews

One of the first job-hunting books on the market. It is still arguably the best. And it is indisputably the most popular. •Fast Company “Ideally, everyone should read *What Color Is Your Parachute?* in the tenth grade and again every year thereafter. •Fortune “*What Color Is Your Parachute?* is about job-hunting and career-changing, but it’s also about figuring out who you are as a person and what you want out of life. •Time --This text refers to an out of print or unavailable edition of this title.

\*A completely revised and restructured PARACHUTE for 2005. \*Focuses on the rising problem of unemployment in the economy's current jobless recovery. \*Offers new techniques to help job seekers find meaningful work and mission. \*200,000 copy first printing. --This text refers to an out of print or unavailable edition of this title.

A lot of good advice for job seekers. The author does not focus on a single group, such as new college grads, inexperienced workers, career changers, etc. Each chapter provides something for everyone. He strongly emphasizes the thorough and proper use of social media (LinkedIn, Facebook and any website where potential employers can learn about you). Everyone should read this chapter and take his advice seriously. The chapters that focused on more spiritual advise were not useful to me, but might be valuable to other readers. I found a lot of valuable information in the book and also got validation of some of the tactics I had already been using. Job hunting is time-consuming and expensive. The \$15 or so that you will pay for this book is well worth it.

Richard Bolles has, once again, put together an excellent set of steps for examining one's skills, interests and talents. As in other versions, he reports on new methods for landing the job or position each of us needs. Those who follow his techniques (including me) will learn the BEST methods, some new ideas and build confidence in the job search. Leaders should follow his guidelines to seek out and find the candidate that's best suited for their needs.

This was recommended to me years ago and I'm so mad at myself for taking this long to read it. Like actually mentally kicking myself in the butt for spending all these years looking for the wrong jobs. Brilliantly written, inspiring, helpful, strategic, and everything I hoped for and more. This book should be required reading for college freshmen and should really guide college career counseling. It provides so much insight into career and job hunting, and really gave me more confidence and direction than I imagined possible.

I had gotten an earlier edition of this book five years ago when and it was extremely helpful, so when I started to job search I went to this one automatically. I was specifically hoping to get up to date advice on resume writing since I was in the process of updating mine. Info on that pretty much summed up as "the trend is moving away from traditional resumes". Good to know but not helpful in the way I had hoped it would be. Being in a more traditional field that still is very much into resumes, I ended up using an online template service to get a feel for the newer formats and phrasing supplemented by the few tips that were in the book. As a manual for new grads or people re-evaluating their profession I think this is still an incredibly valuable resource, I just didn't find it as helpful for my particular situation.

How do you decide what your dream career will look like? Bolles provides a litany of exercises to help you figure it out. Practical Exercise No. 8, for example: Start with 10 sheets of paper and write “Who Am I?” on top of each. Once you have ten different answers, go back through the sheets and list what most turns you on (Bolles’ words, not mine) about that particular identity. Then review the sheets one more time and see which favorite aspects of your different selves arise as common themes. Someone who considers herself both a chef and a writer, for example, may find that, in either scenario, what appeals to her most is creating things from scratch. Taken as a whole, the method and the exercises laid out would require hours upon hours of thoughtful reflection and research, even with high speed Internet on your side.

It’s not wholly practical, either, given that many organizations in the social sector or elsewhere may not be able to turn around and hire someone into a new position that has not been planned for or budgeted, even if that someone shows a lot of promise. This leaves you empowered, self-aware, and still without a job. Bolles recommends supplementing this process with more standard job search techniques like tapping into your existing professional network for leads and sending your resume and cover letter in response to job postings. I would go one step further in suggesting that you devote equal energy to “carving a job in the shape of you” and seeking out existing opportunities that will utilize your skills, appeal to your interests, and give you room to grow. Making a serious investment of your time in figuring out what skills and interests you want to spend the rest of your life utilizing seems a worthwhile endeavor, too, even if you forgo the rest of the book’s prescriptions or don’t find a perfect match in the job market. Whether or not you follow him to the letter, Bolles’ approach to the job hunt remains nearly as relevant and just as radical today as it was in 1978, 1989, or any other year since he first shared it with the world decades ago.

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