



# Knock 'Em Dead 2016: The Ultimate Job Search Guide

*Martin Yate*

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## **Knock 'Em Dead 2016: The Ultimate Job Search Guide** Martin Yate

Take control of your job search, career, and life!

"New York Times" bestseller Martin Yate has helped millions of job seekers improve their job search and career management tactics, changing their lives forever. Featuring his unique, time-tested methods for achieving professional success, this brand-new edition provides you with the tools you need to win your next job and successfully navigate the twists and turns of your entire career. With details on everything from connecting on LinkedIn to finding the right job to accepting an offer, Yate shows you where today's employment opportunities are and how you can develop the skills and values that employers are looking for. You'll also learn how to:

Create resumes that get results

Maximize social networks to quadruple interviews

Turn those job interviews into job offers

Negotiate the best salary and benefits package

With "Knock 'em Dead 2016," you will land your dream job and be better prepared to navigate the twists and turns of a long career.

## **Knock 'Em Dead 2016: The Ultimate Job Search Guide Details**

Date : Published October 16th 2015 by Adams Media (first published August 15th 1958)

ISBN : 9781440588815

Author : Martin Yate

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Genre : Nonfiction, Business, Reference, Self Help



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## **From Reader Review Knock 'Em Dead 2016: The Ultimate Job Search Guide for online ebook**

### **Rachel C says**

This is a good reference for re-entering the job market or brushing up on your skills. I was expecting it to be a better all-encompassing job hunting book, but it is lacking in the chapter on resumes. It spent too much time on developing and analyzing your skills, and too little on actual example resumes (probably so you'll buy the author's specialized book on resumes). Also, the book is geared more toward the sales industry. However, the book does provide substantial guidance on networking and interviewing, the latter of which I have found to be the most useful. The potential questions and "what are they really asking" example answers help you to imagine what you would say in similar scenarios in your own field.

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### **Lila D says**

I'm on a self-improvement binge right now, so I'm re-reading this and working (and tweaking) each piece of crafting my new "improved" resume. This is a good process in figuring out what employers are looking for and using pertinent information in finding your new job. It can applied to the contract/freelance set also.

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### **Kelly says**

Very useful book for job hunting

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### **Cindy says**

Excellent.

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### **Turk2010 says**

Excellent guide to anyone in the job hunt or thinking about looking for work. This is the newest edition where the author has excellent online sources and info that is very useful. The writing style is very good with respect to real examples of concepts that every job seeker should try to improve. I do think this is one of the better choices of so many books out there on this topic that everyone will face at some point in their lives. I've made it a point to read it a second time as there is so much useful information.

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### **Andrea Estelle says**

Knock 'em Dead: The Ultimate Job Search Guide 2011

The Knock 'em Dead series by Martin Yate has always been very popular in my library. This book is the newly updated version that gives the latest information on searching for jobs. It is a treasure trove of great ideas for a person looking for a job. Part 1 covers resume creation and job searching, Part 2 covers interviewing, Part 3 covers interviewing also, including how to answer the tough questions, and Part 4 covers how to follow-up, what to do if you don't get the job, and how to negotiate a job offer, and finally Part 5 covers the 30 fastest growing occupations. The book includes lots of "Knock 'em Dead tips" and is written in an easy to read format with lots of scenarios. I thought it was very interesting that they listed the number one job for growth as the personal and home care aide. It certainly does seem to be true with our aging population. The second growing occupation was veterinarian and vet assistant. And as always, computers are a "hot" occupation to get into. For each of the top 30 jobs, the book describes the position, what training is needed, the average pay, etc. If I was looking for a job I would definitely read through the interview section to prep, there are a lot of good pointers on how to deal with the tricky questions. There is also some great advice for writing and polishing resumes.

Disclosure: I received this book for free from booksnneeze.com but the opinions I expressed about the book are my own.

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### **Melissa says**

Knock em Dead the Ultimate Job Search Guide 2011 the 25th Anniversary Edition by Martin Yate is a good book. I did learn a few things but for the most part I already knew a lot of what this book was about. I did like the way Martin Yate wrote about the Me Inc. It made me look at me in a different way. This book was a good reminder and refresher for me. There are several websites to go to for help he references, I thought that was good to include. I feel like this is an excellent book for a teacher teaching a class in high school on life skills. I also thought it was good for the college age group who are looking for a job after graduation. I give the book four stars.

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### **Miranda Hall says**

THIS IS THE BOOK THAT GOT ME MY JOB, AND ESSETIALLY CHANGED MY LIFE. I recommned it to any and everyone looking to start a new job search endeavour.

Read it, let it resonate, follow it, conquer!

I read the book, followed the tips, the following week I had 12 interviews and mulitple offers. The book breaks down any industry into the simplest terms as to how you fit in. You're golden if you follow it....

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### **Mandy says**

Disclaimer: I did not read the whole book. The section about dressing professionally and body language was excellent.

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## **Andy Mitchell says**

When I was a college student, I read *What Color Is Your Parachute*, a classic in job hunting advice.

*Knock 'em Dead* is a worthy successor!

I received a free eBook copy of this title from the publisher in exchange for my unbiased review.

Because of the many internet resources available, I recommend purchasing the eBook format of this book.

Mr. Yate is a consummate professional and writes with great authority. No matter your job search needs, this book is written with you in mind.

The only area in which I differ with the author is his high regard for another book, Alan Lakein's classic *How to Get Control of Your Time and Your Life*. If you benefit from to-do lists, then use Mr. Yate's and Mr. Lakein's time management principles. Otherwise, I recommend using Stephen Covey's timeless *7 Habits of Highly Successful People* instead.

Don't take my word for it, though. If you're interested, check out <http://www.knockemdead.com/main/> before you buy this book. You'll find that the book, in conjunction with the free resources online, are worth every penny!

This book receives my highest recommendation, and good luck in your job search!

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## **Julie H. says**

This was the singlemost useful book I consulted on my "carpet bomb" search for gainful permanent employment in a field I adore. Obviously, there are newer editions--and I'd recommend going with the most recent. The advice covers everything from preparation and research before the interview, to how to deal with the range of competent and hideously incompetent interviewers out there (sadly, they \*don't\* know who they are), to practical advice for meals (with the possible exception of the directive to cut your entire salad into bite-sized pieces!), the importance of handwritten thank you notes, and other follow-up advice (e.g., how to solicit feedback on unsuccessful interviews). This is an amazing resource, and would make a great textbook in any university capstone course where you're getting your folks ready to head out into the real world.

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## **Harry Vinh says**

A pretty dense and concise book that will definitely help you in these areas:

1. The preparation process before your interview.
2. How to refine your resume and cover letter.
3. How to approach your dream company if you are ignored.
4. What do employers want to see in you?
5. Potential questions and approaches to answer them.
6. What to ask at the end of the interview.

--- Definitely worth reading a month before important interviews.

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## **Vernie says**

Globalization. Redundancy. Recession.

Change is constant and the workplace is dynamic. You are never so sure now a days if your job or your Company will still exist for years to come. In some point in our lives, we experience the job hunting process in order to find a new job, get a better salary/compensation or benefits.

But the job hunting process can be a nightmare or an opportunity to find a better pay scale. This guide book teaches you practical tips on job searching and how you can stand out from the rest.

As a veteran job hunter such as myself, I thought I already know everything about landing a good job. As much as I don't want to undergo the job process again considering I'm no longer a young urban professional nevertheless, most of us have no control over mergers, bankruptcy or management chaos or our clients outsourcing.

So this book really comes in handy as the word "stability" can be considered now as part of the bygone era and it helps to be prepared.

Regardless, if you are just a recent graduate, changing careers or a seasoned professional who just lost a job, this book really fills-in-the gaps how to be successful in our job hunting such as

How to tailor fit your resume to be noticed right away

How to negotiate your salary

How to put your networking contacts to good used

How to ace that psychological test

Where the jobs are...current trends as to what occupation is in demand for years to come. (with a brief description of each profession and the projected salary range).

You don't have to be an American citizen to fully appreciate this book as most topics are of general interest. After all the job hunting process is pretty much the same elsewhere so anybody can find this guidebook a worthy investment to how to get ahead from the competition.

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## **PurplyCookie says**

Martin Yate--America's leading advocate for working professionals--guides you through the whole process of job seeking, from assembling your resume to acing the interview to negotiating a salary. In addition, he gives you insider information on the answers you need to impress interviewers and convince them beyond a shadow of a doubt that you are the best candidate for the position.

Know an employer's real agenda behind questions such as:

- ~ Why do you want to work here?
- ~ What can you do for us that someone else can't?
- ~ What decisions are most difficult for you?

This book not only provides good verbiage for difficult questions during an interview; it also provides a checklist of body language and the rationale for using same. It helps decode certain nonverbal behaviors as well, e.g. putting one's hands behind their head causes one to appear smug and arrogant.

I've been using this book for 3 years now and it hasn't failed me yet. If you are in the market for a job or simply checking your marketability, I highly recommend this book.

Its 339 pages contain nuggets of information and invaluable advice that set the job seeker on the path to success. Yate organizes the information into five sections:

The Well-Stocked Briefcase covers timing, resumes, networking and tactics.

Part 2, Getting the Word Out, covers strategies for landing phone interviews, then face-to-face meetings, dressing right, body language and good first impressions.

We've all been stumped by tricky, even underhanded interview questions and Yate shares powerful honest answers to them in Part 3. Stressful interviews to strange venues, Yate has techniques for mastering it all including that indelible last impression as you exit your interview.

Part 4, Finishing Touches, advises how to handle follow up, turn rejection into opportunity, and negotiate when the offer arrives. Yate even counsels how to ace psychological tests and handle multiple job offers.

Part 5, How-tos of the delicate process of searching for a job while still employed, and dealing with finances during tough times.

The author ends with a handy answer index to hundreds of interview questions. His writing style is concise, graceful and at times, humorous. He has it all: excellent organization, impressive credentials and superb command of the subject.

#### Book Details:

Title Knock 'em Dead 2005: The Ultimate Job Seekers Guide

Author Martin John Yate

Reviewed By Purplycookie

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#### **Andrew says**

In *Knock 'Em Dead*, Martin Yate teaches people how to get a job in today's tough economy. You must have a professional brand in order to succeed and stand out from others. A good professional brand consists of your transferable skills, learned behaviors, and core values in the workplace. The book will show you how to write a resume that will look professional and will help you land the job. Yate gave wonderful tips on how to

dress to impress your bosses for job interviews. He also included several difficult questions that job interviews may ask you. He provided the way to professional answer them.

Some of the questions include:

“Why do you want to work here?”

“What are you qualifications?”

“Why should I hire you?”

“Rate yourself on a scale of one to ten.”

“How do you get along with different kinds of people?”

I enjoyed learning the many job techniques in *Knock ‘Em Dead* 25th Anniversary Edition. The book is a great guide for your professional careers to always use and refer back to. I would recommend Knock ‘Em Dead to anyone who is looking for a job or need to improve in their professional career. Yate taught me how to make my own professional brand and how to land the job in my interviews. He immensely helped me to create my resume and make it look professional and appealing to bosses. The book also contained thirty fast growing occupations in today’s economy. Some of them included Pharmacist, Athletic Trainer, Medical Assistant, Computer Software Engineer, and much more. I am currently in College so I might need to be changing my major soon! If want to succeed in the workplace then this book can and will help you!

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“I received this book free from the publisher through the BookSneeze.com book review bloggers program.”