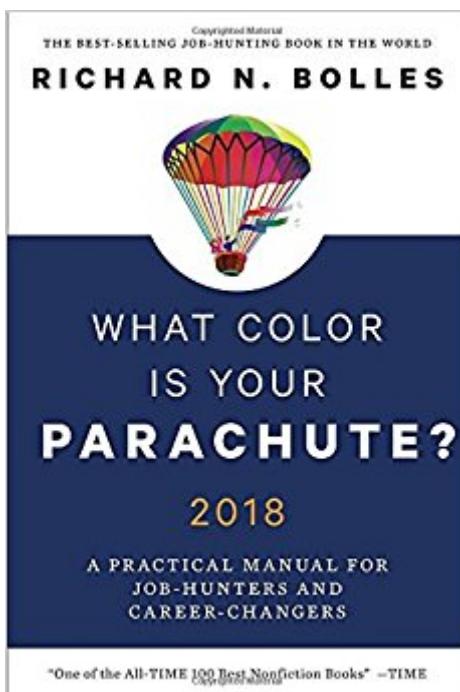


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# What Color Is Your Parachute? 2018: A Practical Manual For Job-Hunters And Career-Changers



## **Synopsis**

With more than 10 million copies sold in 28 countries, the world's most popular job-search book is updated for 2018 and tailors Richard Bolles's long-trusted guidance with up-to-the-minute information and advice for today's job-hunters and career-changers. In today's challenging job-market, the time-tested advice of *What Color Is Your Parachute?* is needed more than ever. Recent grads facing a tough economic landscape, workers laid off mid-career, and people searching for an inspiring work-life change all look to career guru Richard N. Bolles for support, encouragement, and advice on which job-hunt strategies work--and which don't. This revised edition combines classic elements like the famed Flower Exercise with updated tips on social media and search tactics. Bolles demystifies the entire job-search process, from writing resumes to interviewing to networking, expertly guiding job-hunters toward their dream job.

## **Book Information**

Series: *What Color Is Your Parachute?*

Paperback: 368 pages

Publisher: Ten Speed Press; Revised ed. edition (August 15, 2017)

Language: English

ISBN-10: 039957963X

ISBN-13: 978-0399579639

Product Dimensions: 6 x 1.1 x 9 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 5 customer reviews

Best Sellers Rank: #1,057 in Books (See Top 100 in Books) #1 in Books > Business & Money > Job Hunting & Careers > Resumes #3 in Books > Business & Money > Job Hunting & Careers > Job Hunting #84 in Books > Self-Help > Success

## **Customer Reviews**

RICHARD N. BOLLES led the job-search field for more than 40 years. A member of Mensa and the Society for Human Resource Management, he served as the keynote speaker at hundreds of conferences. Bolles earned a bachelor's degree cum laude in physics from Harvard University, a master's degree from General Theological (Episcopal) Seminary in New York City, and three honorary doctorates.

I wish all job-seekers would read this before they apply. It would help all the prospective employers

out there!It's full of practical perspectives & techniques, in context of the "new normal" that has evolved since the Great Recession of 2008. Extremely useful, for first time job seekers as well as for people that have been in the workforce for a while.

great help

I first became acquainted with "What Color is Your Parachute" when I managed a Borders bookstore in West Los Angeles. This "Parachute" book used to fly off the shelves and we were always running out of stock on the title. Years later, when Borders bit the dust, and the world went through the 2008 recession, I found myself in need of Richard N. Bolles book and discovered what all the fuss was about. It helped me through a tough time in an overcrowded and treacherous job market. When the recession hit, many Americans found themselves pulling the proverbial ripcord and realized they didn't pack a chute. But Bolles kept our heads up and taught job seekers and career changers to think outside the ineffectual internet job search and job boards that everyone else was on. The traditional job search no longer worked and the "parachute" way got us thinking in a new direction. Remember that back in 1972 when his book first hit the shelves it was already a game changer, and since then it has never been out of print and continues to be a bestseller and is updated yearly. The 2018 version does include some new insights, but retains the majority of what made "Parachute" a classic. There are myriad books on job seeking, resume building, career counseling, etc. but Bolles book remains the only one in this genre that has soul and doesn't just help with job searching, but more importantly with soul searching. Bolles boldly included the God factor into the job search, being a man of faith. If you've been in dire straits, as I have, Bolles is right when he states: "unemployment, particularly in this brutal economy, gives us a chance to contemplate why we are here on earth, and what our Calling, Vocation, or Mission is, for each of us." Richard N. Bolles was a good soul and helped a lot of people and readers through a very difficult time in their lives. He passed away last year, but wanted to keep the "Parachute" legacy alive. I am glad to see "What Color is Your Parachute?" live on and understand why this particular book is more important 47 years later. The job market is getting tougher, and the way we work is changing. For many, Google is your new resume, and employers are speaking a different language post recession. This practical manual will never go out of style because Bolles spoke universal truths, and as Robert Schuller once said, "Tough times don't last, tough people do."

Do you really need to get the latest edition of PARACHUTE? No, it is not necessary to get the very

latest version. Of course, if you are buying PARACHUTE for the very first time, get the latest one; however, if you already have a recent edition, I think that's good enough. For slightly older editions, the main annoyance will just be some links that are outdated, or some references that are wrong. WHAT COLOR IS YOUR PARACHUTE 2018 is jam-packed with tons of good career advice. In fact, it's SO LARGE, that one is easily overwhelmed. Fortunately, the editors provide lots of "Bullet Point" lists that make reading easier. If you just concentrate on the sections that are relevant to you, it's not such a formidable read. You can likely skip many sections that aren't relevant to your own career. I would recommend looking through the Table of Contents and picking areas or lists in which you feel you need help. Perhaps start with the preliminary, "Two-Minute Crash Course on How Much Has Changed in the World of Work." This is quick reading, and provides a good overview of the job search process. Being prepared and informed is just as important as being the best qualified: "In today's world, he or she who gets hired is not necessarily the one who can do that job best; but, the one who knows the most about how to get hired." One of my favorite lists is near the end: "The Ten Greatest Mistakes Made In Job-Interviews." This list is wryly subtitled, "Whereby Your Chances of Finding a Job Are Greatly Decreased." Here are some of my favorite mistakes: #3, "Doing no homework on an organization before going there." Or #8, "Failing to give examples of the skills you claim you have." The author explains the different perspective of job-seeker versus job-filler: "Many if not most employers hunt for job-hunters in the exact opposite way from how most job-hunters hunt for them." His point is that the HR department wants to ELIMINATE candidates. Naturally, you do NOT want to be eliminated: "You want the job-market to be a hiring game. But the employer regards it as an elimination game" until the very last phase. PARACHUTE is an uplifting, encouraging book written by a master in the field. We can always do something to advance our cause: "No matter how overwhelmed you may feel, no matter how much you may feel you're at the mercy of huge forces that are beyond your control, some part of it is within your control: maybe 2%, 5%, who knows? There is always something you can work on." WHAT COLOR IS YOUR PARACHUTE 2018 is right at the top in career resources. For me personally, it is THE #1 career resource. The author writes well, and is ever-encouraging. If you are serious about your job hunt, get the book, and review the relevant sections. I have used this book in my own career hunt. Finally,

the sad news: The editors, in an afterword, note that the author, Richard Bolles, "passed away earlier this year at age ninety after a lifetime of service to job-hunters across the world." I had the chance to correspond with the author not so long ago, but regret that I never met him in person. By all accounts, Richard Bolles was a kind, decent man, who genuinely wanted to help people in their careers. In my last email, he asked me to pray for him, which of course, I did. I feel like I lost a friend. Advance Review Copy courtesy of Ten Speed Press.

A true expert in this field.

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