

Book Recommendations

By Hugh Owen

In keeping with the objective of tonight's meeting, I have two books to recommend, the first of which has played a significant role in my pursuit of a career. The second book is the best one on social networking that I have seen so far.

- "What Color Is Your Parachute: A Practical Manual for Job-Hunters and Career-Changers"
by Richard N. Bolles

Richard Bolles has revised his book every year since its first edition in 1971, and it has been translated into several languages. Richard Bolles also has an excellent web site: <www.jobhuntersbible.com>

If you have never read or even heard of this book, run, don't walk to your nearest bookstore or library and get a copy. It is almost guaranteed to be waiting there for you.

- "Highly Effective Networking: Meet the Right People and Get a Great Job"
by Orville Pierson

Do not be misled by the implications of the term "Right People" in the title of this book. The book was written with ordinary people like us in mind, including those at the start and the end of their careers, and shows us how we can make networking a systematic part of our job searches.

Mr. Pierson defines what social networking is and is not, and dispels the myths that have given it a bad name. He shows that social networking is not:

- Begging for jobs
- Using others to search for job openings
- Conducting information interviews

Also, he asserts that social networking need not involve going outside of your comfort zone by calling total strangers to ask for information or going to crowded networking events. He says that during a job search it is not necessary to go beyond talking to the relatives and friends that you already have.

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