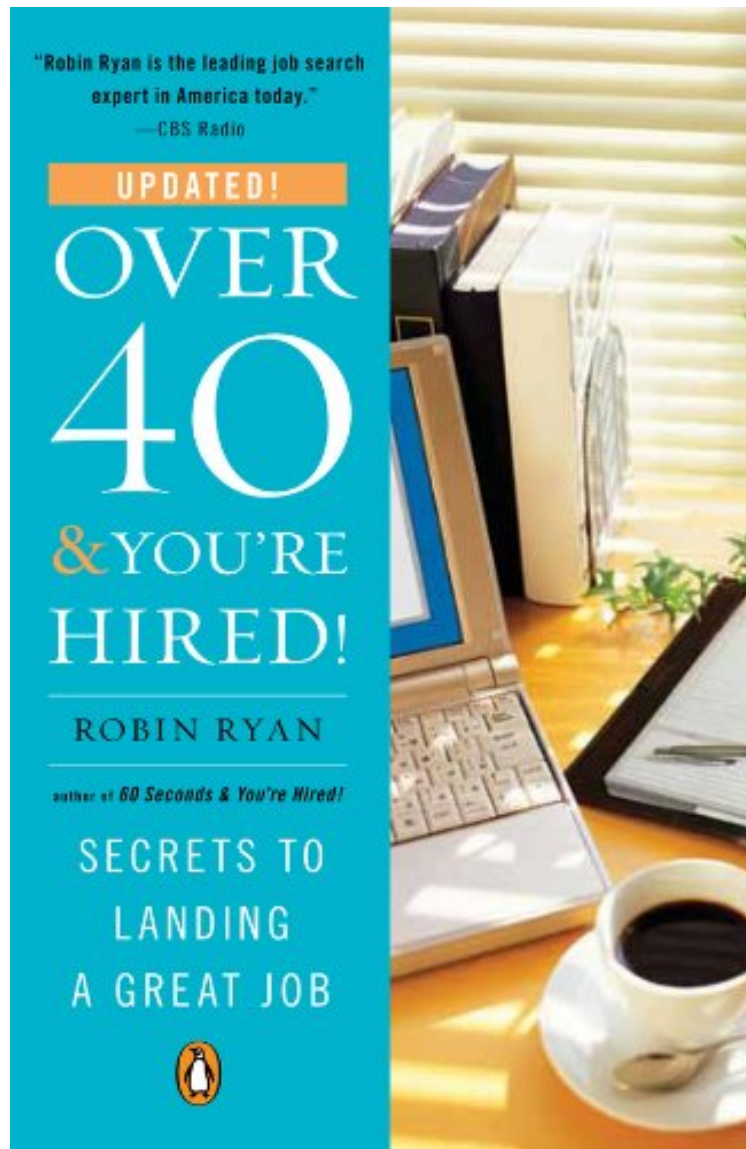


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## Over 40 You're Hired!: Secrets to Landing a Great Job

Robin Ryan

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**Robin Ryan : Over 40 You're Hired!: Secrets to Landing a Great Job** before purchasing it in order to gage whether or not it would be worth my time, and all praised Over 40 You're Hired!: Secrets to Landing a Great Job:

1 of 1 people found the following review helpful. a bit cynical, save yer \$\$By Mister Snidlots of examples.... nothing really that isnt intuitive. if you can string together clear sentences on your own, you really dont need this...not much really much of a reference... but I was pretty desperat.1 of 1 people found the following review helpful. Not very useful, information in this book is dated.By Cuppa JoeWaste of money, this was like a mass market paperback, nothing useful really.Plus, the info is really dated,The book was in dingy condition too, seller was not accurate in the

description, pages yellowed, cover scuffed up. 2 of 2 people found the following review helpful. Great if you're recently laid off - real practical advice. By soda man I got this for a family friend who recently got laid off from his job of 20+ years. It can be tough to be back into the job market when your resume has only 1 job. He said this book was great in being realistic and breaking it down for what you need to do. He said it can get disheartening/depressing at times, simply because of how much society and jobs value youth, but it's good information to know and has tips on how to use your age as an asset rather than a hindrance, everything from your resume to your interview skills.

Robin Ryan has the inside track on how to get hired. ABC NEWS If you are over 40 and struggling to land a new job, you're not alone. It's a whole new ballgame out there, so America's top career counselor has perfected a market-tested program to help you stand out effectively and appeal to employers amid age discrimination and floods of competition. In *Over 40 and You're Hired!*, Robin Ryan draws on her 30 years of direct hiring experience, 20 years as a career counselor, and her extensive relationships with hundreds of recruiters, decisions makers, and HR professionals to give you the skills and tools you need to revitalize your career and secure a new, better-paying job. She covers:

- How hiring has changed and what you need to do to compete
- Ways to tap into the the 80% of all jobs that are never advertised
- LinkedIn strategies you need to use
- Successful formats for creating a winning Resume and Cover Letter
- Answers to tough interview questions
- Effective strategies to overcome age discrimination
- Proven salary negotiation techniques
- Effective strategies to present yourself as the candidate to hire
- Networking techniques to get in front of decision makers
- Inspiration and motivation to foster your success!

Targeted and strategic--a real winner." Business Radio Network Loaded with great tips and a valuable bonus section available only to book buyers. Long Island Press "If you use Robin Ryan's advice, you definitely fly by the competition." KING-TV News "Robin Ryan is America's leading authority on how to get hired in today's job market." The Arizona Republic From the Trade Paperback edition.

From Publishers Weekly Ryan (*60 Seconds You're Hired!*) offers authoritative advice for the over-40 job hunter, and in the process supplies tips that would be useful for anyone (or everyone, these days) looking for work. Addressing those entering the job market after a hiatus; those recently laid off from a long-term position or who have been staying home with children; she cautions, Times have changed, and you must, too. With suggestions gleaned from a survey of 600 hiring managers across the country, Ryan emphasizes the computer and Internet proficiencies universally demanded, shares tools for job searching online, advises job candidates to get a makeover to look more professional, and in the book's most useful sections; shows how to fine-tune a resume; (she advises that each resume and cover letter be tailored to the particular job and that the job title be explicitly listed in a career objective line). Her suggestions are candid, sensible, and refreshingly specific. With actual examples of resumes and cover letters, a quiz and a companion Web site with salary tools and other online resources, this book is essential reading for job seekers. (Jan.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Statistics don't lie. Despite recessionary gloom and doom, jobs do exist; and baby boomers, thanks to their work ethic, sheer numbers, and a host of other factors, are more than capable of landing new positions. Boston-based career counselor and author (*60 Seconds and You're Hired!* 1994) Ryan insists that the 40-, 50-, and 60-year-old has more than a fighting chance to compete in the marketplace; proven by a number of actual case histories. Her hunting techniques, though not all that differentiated, are presented logically and with enthusiasm and are accompanied by plenty of examples. Make sure you craft a 60-second sell (that is, your credentials) and nail it for presentations. Update your appearance in the right ways. Skirt salary requirements by doing basic research. Look for hidden jobs through networks and social media, not cold calling and mass mailings. Information on interviewing and salary negotiations is somewhat condensed, though she does refer readers to her Web site. Positive reinforcement and a foundation for the jobs ahead of us. --Barbara Jacobs "Robin Ryan is the leading job search expert in America today." -CBS Radio "Superb! Robin Ryan's a brilliant mentor guiding you through the hiring maze to surpass your goals and profoundly impact your life in the most positive of ways." -Stephen R. Covey, author, *The 7 Habits of Highly Effective People*