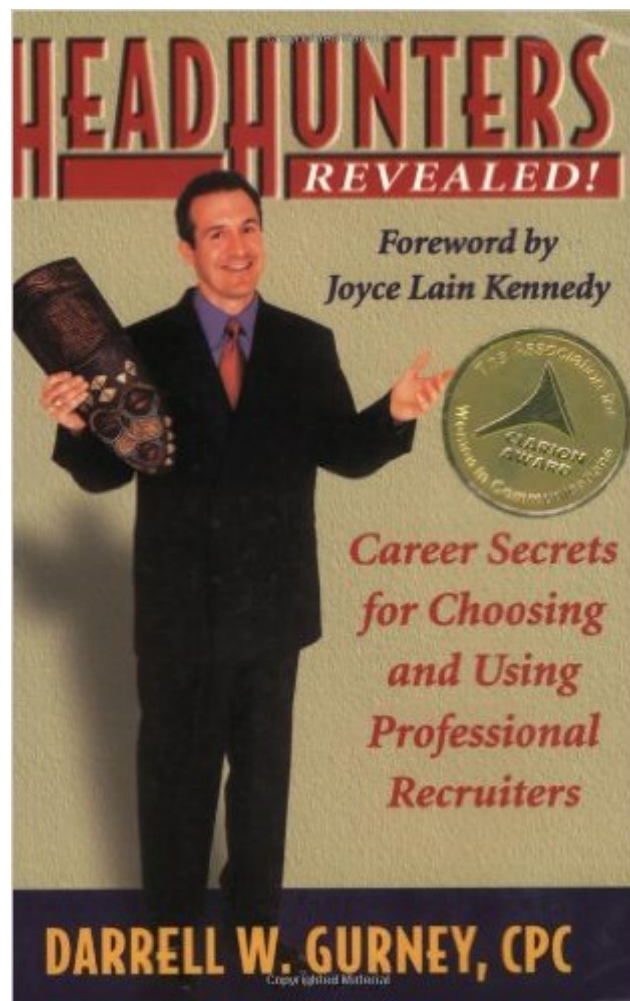


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Headhunters Revealed! Career Secrets For Choosing And Using Professional Recruiters



Synopsis

WANT TO BE A HEAD ABOVE THE REST? THIS BOOK SHOWS YOU HOW! Headhunters Revealed! Career Secrets for Choosing and Using Professional Recruiters, by Darrell W. Gurney, Certified Personnel Consultant and 14-year search industry veteran, de-mystifies the world of executive search. This empowering and witty guidebook exposes the inside workings of the recruiting industry so professional job seekers can reap the most rewards from this viable avenue of career transition. Far from self-serving, it gives both the scoop and the poop on the business of executive search. Headhunters Revealed! shines a light on a dark and mysterious world to reveal tips and techniques for commanding the attention, and even "career partnership," of professional recruiters. In today's frenetic and ever-changing employment e-world, perhaps the recruiter remains the best long-term booster for a person's career. But, recruiters can't "place" everyone. Some estimate that only 10-15% of those utilizing search firms actually land a job that way. Though the best professionals in any field (the top 15-25%) are always more "marketable" from a recruiter's perspective, the truth is that anyone stands a better chance of being placed if they play the game right. This book teaches the game: how to differentiate the wizards from the rogues of recruitment; how to play placement "politics;" how to design one's resume for today's computerized databases; and how to enlist the equivalent of one's own lifetime Hollywood agent -- a "career manager." Chock-full of resources, any career professional will benefit from having Headhunters Revealed!

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Customer Reviews

Gurney's book was a real eye-opener for me. It should be must-reading for any job-seeker who wants to add a unique dimension to the search for a new job. Gurney provides a thorough explanation of how recruiters work and how the job-seeker fits in. In a straightforward, no-nonsense, yet entertaining way, Gurney tells exactly how to best take advantage of a relationship with a headhunter. To ensure the reader truly understands the way a headhunter operates, Gurney provides a chapter called "A Day in the Life." Gurney's advice on how to reduce the database resistance of your job-search materials is alone worth the price of the book. His chapter on keywords also is must-read. I highly recommend *Headhunters Revealed!* as a must-have addition to one's career library and a book that provides loads of information from a unique insider perspective that the job-seeker simply will not find anywhere else.

In a turbulent economy with continuing waves of unemployment, Darrell Guerny's book is a lifeline for new job-seekers and those in career transition alike. *Headhunters Revealed* offers concise, practical advice on how to search and assess professional recruiting firms. The checklists at the end of the chapters provide organizational incentives for those starting struggling with the job search process. Guerny writes with a bright, accessible style, but always with an underlying empathy, honesty and concern for both the headhunter and the client, stressing the value of the individual and the value of the work. The quotes, from *Desiderata* to Drucker add perspective and humor. An excellent resource. I recommend it to my own clients.

While, as some of the previous reviews note, this book is guilty of dispensing some fairly obvious information (the most efficient headhunters have computers, for example) and the hypothetical exchanges featuring a fictitious headhunter and some fairly heavy-handed humor do little to keep you turning the page, if you evaluate this book strictly on the usable information contained, it is a very good value. Inside information, such as how to increase the likelihood that your resume will be read and how to format your resume for cut and paste email are two items that I do not recall seeing elsewhere and are very much on point for an effective career search campaign. If you look past the "humorous" vignettes (as Gurney actually is an effective and witty writer otherwise) and I found this to be that fairly rare commodity that delivers what it is supposed to.

Darrell Gurney is an amusing writer, who judiciously utilizes humor at a time when many of us need it the most: "Ugh! How am I ever going to find a job in this economy?" Well, if you "walk the talk" this book serves up, you're halfway there. As a child I was told, half in jest, that the mark of an intelligent

person was his or her ability to follow directions. The first step is: BUY THIS BOOK. The second is stick to the program -- this guy definitely knows what he's talking about. Remember, you can lead a horse to water, but the hard part is getting the bathing suit on. Darrell helps you through the hard part --- what more can you ask for? p.s. I look forward to another book by Darrell Gurney. I have no doubt that when you hit the playing field with Darrell as your coach, you'll score touchdowns you never imagined.

In "Headhunters Revealed!" Darrell Gurney demystifies the role of the professional recruiter. His book is comprehensive and easy-to-read (as well as humorous). He explains the advantages of using a recruiter, distinguishes among the different types of recruiters, advises on how to select a recruiter, and provides tips on how to work effectively with a recruiter. Most people are unfamiliar with the role of professional recruiters and often receive misleading information about them, as I have at seminars on career change. Mr Gurney is a straight-shooter who provides straight-talk about what professional recruiters can offer. If you are even remotely considering using a recruiter in your job hunt, this book is a must.

I have been reading a lot of books lately on modern recruiting and on recruiters. This book is really unique. It is witty and clever, but don't be deceived--the content is substantial and cutting edge, not merely glib. For instance, of all the books I've read lately, this is the best on doing an "internet resume." The material on using and schmoozing recruiters is excellent. If, like me, you are interested in exploring being a recruiter, it is a superb guidebook--explaining the business and its idiosyncracies and the elements of success thoroughly but succinctly. I would recommend this book to be on the priority "A" list for anyone interested in moving along the career path either now or in the foreseeable future, and for anyone interested in a career as a recruiter. It's great.

This should count among the dumbest books I've read about career and job search. Other than mostly giving information that's available for free on the web (be good friends with your recruiter, good impression is important, be careful coz they get paid by the employer), it has a disproportionaltely large number of rather inane and annoying limmericks. I can't see how they will not put anyone off. These limericks cannot be skipped as they sort of position themselves in the beginning of the chapter, where Hedda Hunter (gimme a break!) gets a phone call from Wan A Job. If you are at the stage where you need a headhunter, you're probably way too mature to be reading this piece of junk.

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