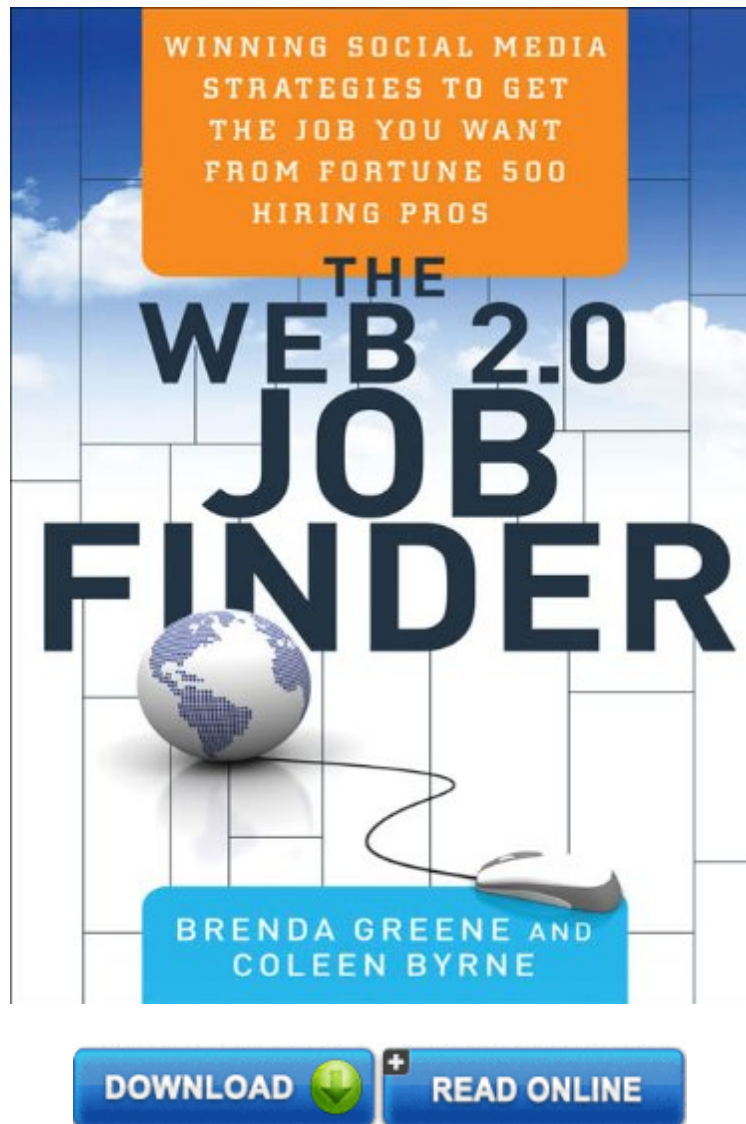


The Web 2.0 Job Finder

Brenda Greene

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Brenda Greene : The Web 2.0 Job Finder before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Web 2.0 Job Finder:

1 of 1 people found the following review helpful. You need to upgrade your career to 2.0!By Lavie MargolinIt can be easy to lose your career trajectory to the overwhelming amount of information (and misinformation) available today regarding finding a job. Should you concentrate on the tried and true methods or should you focus on social media and the latest technological innovations? The Web 2.0 Job Finder is an excellent tool to help you upgrade your career to "2.0". You will understand the importance of using effective job seeking strategies and integrating them into a search that is social media savvy. It may feel like there is a new social media platform around the corner daily but this book has advice that is evergreen.3 of 3 people found the following review helpful. Info from the Hiring Side of the TableBy Stevie PuckettThis book was interesting to me because it presents information from the hiring side of the table. The authors spoke to 35 hiring managers from Fortune 500 companies to learn how social media and online

technology is influencing their hiring strategy. The authors mention that many more professionals were invited to participate but opted-out stating the technology was too new for them to have specific guidance to offer just yet. So it goes to show it's not too late to start building your professional brand online, since companies are still learning too! The book begins by defining personal brand and how to do company research, then on to creation of a resume that hiring professionals will want to see; all the while providing relevant quotes from hiring managers. The importance of continual, proactive networking and how to do it is a theme running through the entire book. The authors also cover applicant tracking systems and emphasize keyword importance. Next, they walk you through creating a LinkedIn profile and an effective social networking strategy. The authors present valuable insider information that will be directly applicable to your job search. 1 of 1 people found the following review helpful. This fine book presents new strategies for approaching the job market. By E. Allen Davis. This fine book presents new strategies for approaching the job market.....new to me because when I graduated from college the internet and social media was still well, nonexistent. It's great to have a guide for a fifty something like me who needs some updatingeasy to read and sensible approach....thanks! Allen

Social networking sites are dramatically changing the way people stay connected. Not surprisingly, sites such as LinkedIn, Facebook, and MySpace, along with tweets, blogs, and personal Web pages, are now key components of how job seekers discover exciting new opportunities and how companies find promising new employees. Networking is the single most effective tool for finding a job. And social networking makes the networking effort incredibly more powerful. The ability to create, develop and maintain a social network that boosts a career is one of the biggest challenges for the 21st-century job seeker. Based on the expertise of Fortune 500 hiring professionals and recruiters, *The Web 2.0 Job Finder* will show you:

The Web 2.0 Job Finder genuinely has new (at least to me) and useful information on the other side of the hiring wall, which is what I think most job seekers are looking for in a self-help book. The fact that the authors were able to present direct quotes from the people who hire for Fortune 500 positions, as opposed to recruiters or "career professionals," lends this book a degree of credibility ... The book provides lots of food for thought, along with some inspiration (it got me to start a Twitter account). Overall, a worthwhile read. -- J.P. Brown

Networking has long been a key component to a successful job search, but in recent years social media and virtual networks have become an incredibly powerful piece of the networking equation. In response to the social media explosion in the networking arena, authors Brenda Greene and Coleen Byrne offer specific guidelines to create, develop, and maintain a social network that will ultimately enhance any job search, as well as enhance any established career path. Based on the expertise of Fortune 500 hiring professionals and recruiters, *The Web 2.0 Job Finder* seeks to showcase how to effectively build an online brand, and utilize it to successfully embark on a job search. -- Business Book Summaries

The Web 2.0 Job Finder provides an excellent discussion concerning the hidden job market such as LinkedIn, a professional social media site. Breen and Byrne confirmed through the hiring pros that companies never stop hiring, even during an economic downturn ndash; they hire differently. LinkedIn groups are communities that share not only industry knowledge, but industry jobs within the company of its users. Greene and Byrne provide detailed instructions on how to set up a LinkedIn account, improve your profile and get found. --Dianne Walker, BellaOnline

From the Author Fortune 500 hiring executives offer special insights into the hiring process at their companies. These hiring professionals, at companies such as Yahoo!, Google, PepsiCo, Pitney Bowes, Cardinal Health, NYSE, CIGNA, UPS, Hewlett-Packard, MetLife (to name a few), weigh in on how to adopt best practices for getting a job by writing skill-specific resumes, targeting jobs that match your skills and anticipating what a company needs.

From the Back Cover Networking is the single most effective tool for finding a job--and social networking makes the networking effort incredibly more powerful. The ability to create, develop and maintain a social network that boosts a career is one of the biggest challenges for the 21st-century job seeker.