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Business & Economics

The Savvy Networker: Building Your Job Net for Success
Caryl Krannich
Ron Krannich
Lynn Filusch, narrator
978-1-885408-77-8
(February 7, 2002)

Statistics say that people will change jobs ten times in their lifetimes and change careers three to five times. Here's an audiobook that thoroughly prepares people for these changes. If there's one distilled message on these two tapes about networking, it is that communicating should be a person's highest priority and most important skill in finding the perfect job or career. The authors prove that "communication behaviors can be learned."

The Krannichs, a husband-and-wife team, have written more than fifty books. They come from a strong background of teaching, training, and consulting. Their work appears in all media formats such as print, radio, television, and the Internet. The narrator has a clear, professional voice that reflects her training on film, stage, radio, and television.

The savviness of this audiobook lies in the secrets revealed for uncovering and obtaining success in today's hidden job market. The authors emphasize three key "proactive strategies": making connections, building relationships, and nurturing networks. The Krannichs promise a doubled success rate to all job- and career-seekers who effectively use the skills in this audiotape.

Today's world is tough simply because of the choices available. Along with thousands of career choices come thousands of career seekers. Cutting through all the blind alleys is hard work. "Networking," to some degree, is an absolute necessity, and this popular term is valuably defined in this book. The four levels of networking (individual, organization, community, and electronic) are all carefully explained. Thirteen myths and corresponding realities, such as "If I become a member of a professional association, I will get a job," are discussed. Methods for job searches, how to build your own network, advice about advertisements, networking techniques, and prospecting tips are covered. Online sites and addresses are provided, and the tapes also give the listener examples of how to talk on the phone, write follow-up letters, and what clubs to

join.

The authors are very savvy in this up-to-date approach to securing a better job. A piece of advice they expound on in many areas of the networking process is: “The best way to get a job is to never ask for a job directly-ask for information, advice, and referrals.” These principles are practical and will help anyone needing a boost or complete instruction for venturing out into the unexplored world of new jobs, careers, and most probably, a new life.