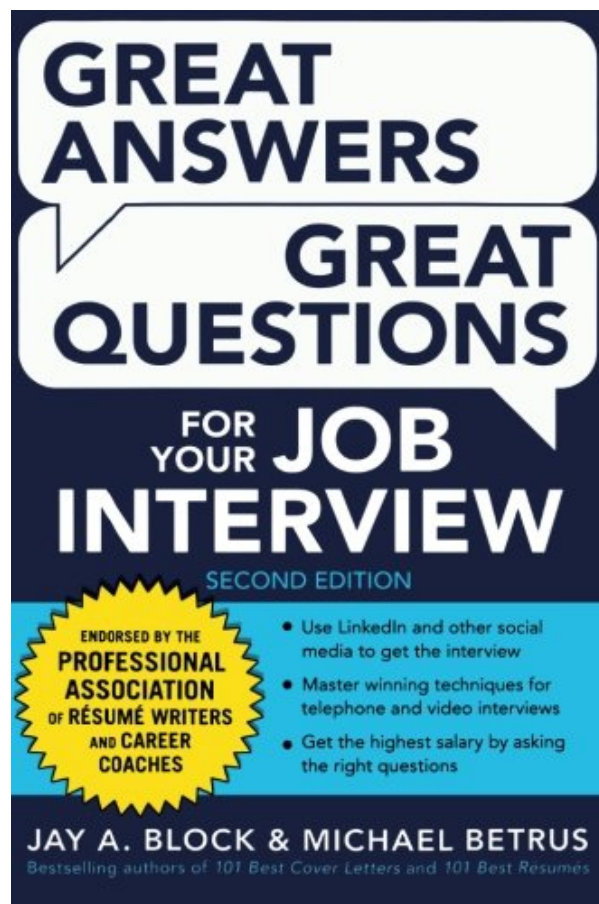
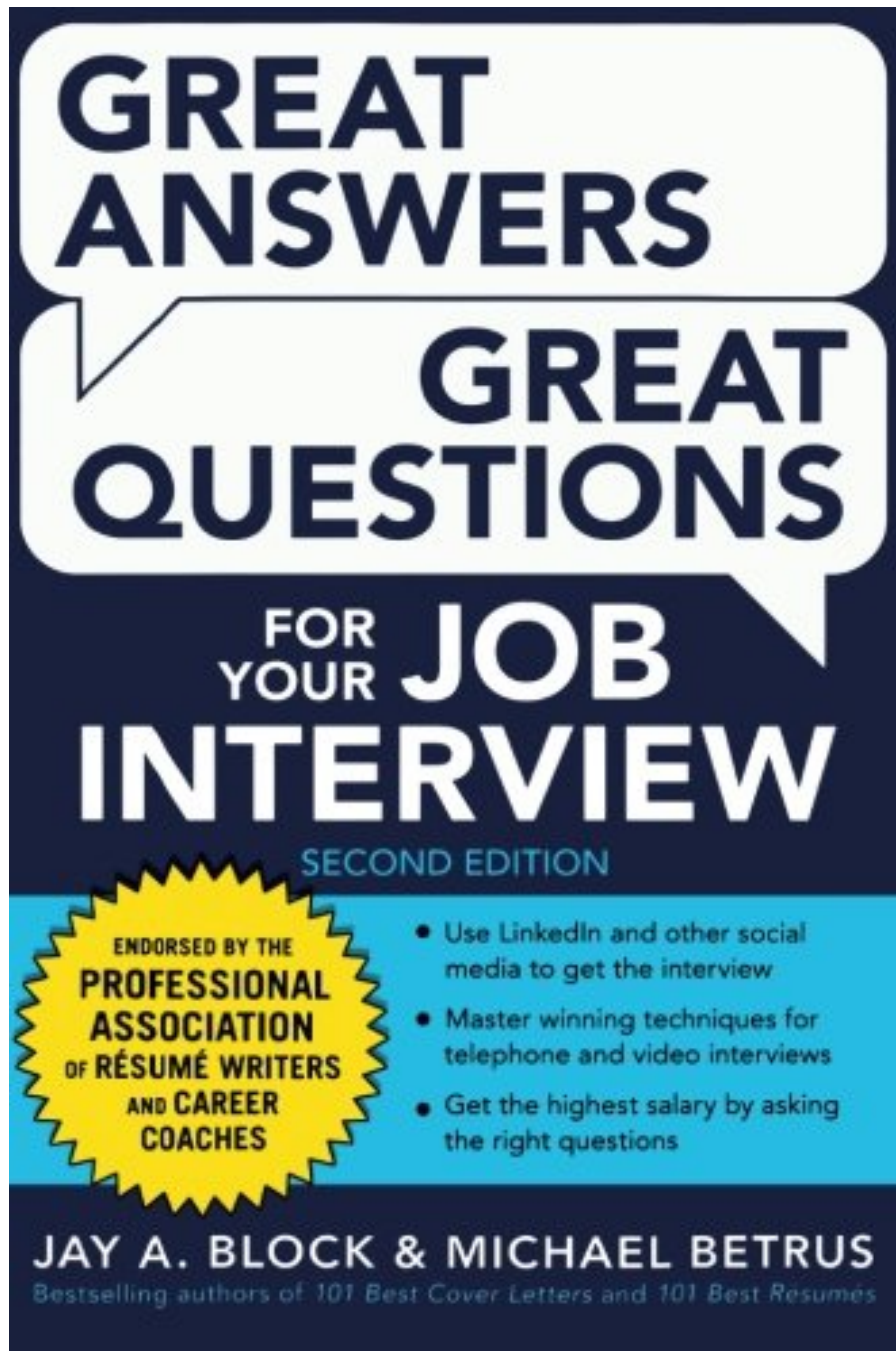


# GREAT ANSWERS, GREAT QUESTIONS FOR YOUR JOB INTERVIEW, 2ND EDITION BY JAY A. BLOCK, MICHAEL BETRUS



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## About the Author

Jay A. Block (Palm Beach Gardens, FL) is the cofounder of the Professional Association of Resume Writers and Career Coaches (PARW/CC). He developed a groundbreaking career management and empowerment program for the Workforce Development System nationwide, the U.S. Department of Labor, and other leading career and employment-related organizations.

Michael Betrus (Lewisville, TX) is a sales director by trade, having conducted hundreds of interviews and hires, and a career seminar leader for students on campuses nationwide.

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The classic guide to acing any interview?updated with critical skills for networking, video interviewing, and researching companies

Great Answers, Great Questions For Your Job Interview prepares you to answer the trickiest questions and make yourself stand out from the competition. From pre-interview research to follow-up calls, the authors walk you through every step of the process and provide powerful advice on customizing your resume for any position.

Includes worksheets and exercises that help you practice your responses to interview questions

- NEW: How to land an interview through smart networking, researching a company before the interview, and following up afterwards on LinkedIn and other social media sites
- NEW: Preparing for a video interview on Skype
- NEW: Tips on salary negotiation
- NEW: Techniques for creating a “culture match” with a potential employer
- NEW: Essential information on role playing

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√ Use the Power of Storytelling

By Bassocantor

GREAT ANSWERS, GREAT QUESTIONS FOR YOUR JOB INTERVIEW is an extensive resource for use when preparing for a job interview. This book reminds me a little of another great book on job searching--Richard Bolles' *What Color Is Your Parachute? 2015: A Practical Manual for Job-Hunters and Career-Changers*. Bolles' book is a more general look at job searching, whereas this book focuses more specifically on interviewing. The authors have researched the job interview process in depth, and in this book tell you exactly what the interviewer is looking for, what you should do, and what you should NOT do.

SOME GREAT SECTIONS:

- ◆ How to use LinkedIn. Block talks extensively about getting your profile in shape. There are even examples of the best type of photograph to have in your profile. There are lots of things that I clearly had no idea about.

- ◆ "Shift the Focus from Experience to Expertise." Companies want someone who can be an expert--not just someone who has xx years of experience. "Experience does not necessarily differentiate you; expertise does... You need to project that you are the Andre Agassi of your field, an expert rather than a journeyman who has put in her or his time." Never thought of it like that.

- ◆ Example of the type of form that an interviewer will be filling out. Aha! Now I know what the stern man is doing! This gives you insight on the interviewer's agenda.

- ◆ Big emphasis on "role playing" to prepare for an interview. Take a video of yourself, practice answering the tough questions. Use index cards to practice. Understand the tough interview questions, and the best response to each. "Use real examples from the past. This is huge."

- ◆ Getting good at interviewing has nothing to do with luck, and everything to do with preparation. "People who become great at something get there through tons of hard, intentional work."

- ◆ To support his practice recommendations, Block mentions two great works in the field of expertise, each of which suggests that massive, dedicated practice is the key to expertise--not special talent:

Outliers: The Story of Success and

The Talent Code: Greatness Isn't Born. It's Grown. Here's How.

I would also suggest,

Talent is Overrated: What Really Separates World-Class Performers from Everybody Else.

OTHER GOOD IDEAS:

- ◆ Prepare a script to break the ice with the interviewer.

- ◆ Avoid the tiresome, usual responses to the "What is your greatest weakness" question.

- ◆ Some good questions for you to ask of the interviewer. Show that you have done your homework, and know a lot about the company.

- ◆ Savvy tips on negotiating a salary and benefits. Never tell them your minimum salary requirements!

FORMATTING:

I appreciate the fact that the links in the Table of Contents actually work properly in my Kindle edition. There is also a detailed index at the rear of the book.

√ All in all, a thorough, insightful book, with tons of good ideas. If you anticipate interviewing in the near future, I highly recommend you read this book. Plan to spend some time studying this book--don't rush through it.

0 of 0 people found the following review helpful.

Great Information

By Amazon Customer

Great book for those first interviews or for people that have been out of the job seeking world for a while. Things have changed out there and this gives good insight to what employers might ask and what the questions really are trying to get at. Great reference book. I highly recommend it.

0 of 0 people found the following review helpful.

Four Stars

By GeminiAM

Useful information and helpful

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