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# Breakthrough!: How to Get Hired in Today's Tough Job Market

*Jay R Lang*

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**Breakthrough!: How to Get Hired in Today's Tough Job Market** Jay R Lang

To get a job you need interviews! To get interviews you need great marketing tools that are seen by Decision Makers. As an executive recruiter and job coach in New York's tough job market, Jay R Lang is well versed in the 'art and skill' of landing interviews and getting people hired.

The typical job seeker sends out 100 resumes and gets a 3-5% success rate of interviews. The concepts and tools in Breakthrough! will start generating 20%, 30%, 40% even up to 80% success rate in interviews to send outs!

Lang shows you that the resume, a job seekers #1 marketing tool is fraught with negative perceptions and is actually sabotaging your job search. That companies are NOT in the business of hiring, and they need YOUR help to get it right. That posting on line alone is a waste of time, and it takes an assertive business oriented professional approach to get through the recruitment and hiring maze.

You will learn:

- How to reclaim your professionalism stolen from you by unemployment
- Learn how to THINK like a headhunter
- Create marketing tools that eliminate resumes and get interviews
- Teach you how to market to Decision Makers to land interviews
- How to deal with age discrimination strategically—and land that job
- Take the fear out of interviewing and turn you into a professional consultant
- How to negotiate a compensation package that gets you more
- How to change careers and change your life

Breakthrough! leaves the traditional job search in the dustbin where it belongs. Possibly the best book on the planet to get you hired!

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