



TAKE CHARGE OF YOUR CAREER

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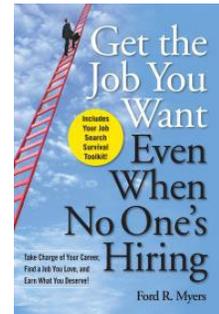
UNCONVENTIONAL JOB SEARCH TIPS THAT ACTUALLY WORK
Local Author Reveals How To “Get The Job You Want, Even When No One’s Hiring”

Haverford, PA (April 7, 2014) – For more than 20 years, Ford R. Myers has been encouraging his clients to “take charge of their careers” through his Haverford, PA career consulting firm, Career Potential, LLC. Myers is now sharing this knowledge and support on an international scale with his timely book, **GET THE JOB YOU WANT, EVEN WHEN NO ONE’S HIRING** (John Wiley & Sons, www.getthejobbook.com).

“Today’s job market is the toughest in recent history, and the challenges are here to stay. Even so, you can get the job you want if you apply fresh approaches to the search,” says Myers.

GET THE JOB YOU WANT, EVEN WHEN NO ONE’S HIRING maps the new world of job search and teaches a new system for career success. The book is unique in that it:

- Explains the special strategies necessary to land a job during an economic downturn
- Integrates comprehensive, practical guidance on both job search and career management
- Provides an extensive online "Job Search Survival Toolkit" to maximize productivity
- Positions this crisis as a positive opportunity to develop a much better career
- Addresses the realities of this market with powerful steps readers can implement immediately



Myers even offers advice for after a job has been attained. He says, “Getting the job is just half the battle. The rest of the battle is to keep the job and thrive in the new role.”

“The whole point of **GET THE JOB YOU WANT, EVEN WHEN NO ONE’S HIRING** is to never feel helpless again, no matter how bad the job market gets,” exclaims Myers. “My book is designed to help working people finally take charge of their careers!”

For more information and other useful tips for achieving career success, visit <http://www.getthejobbook.com>.

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PHOTO LINKS: A headshot of Ford R. Myers and an image of the GET THE JOB book cover can be downloaded at the bottom of: <http://www.getthejobbook.com/ford-myers-media/>.

ABOUT: Ford R. Myers is President of Career Potential, LLC. His firm helps clients take charge of their careers, create the work they love, and earn what they deserve! Ford has held senior consulting positions at three of the nation’s largest career service firms. His articles and interviews have appeared in many national magazines and newspapers, and he has conducted presentations at numerous companies, associations and universities. In addition, Ford has been a frequent guest on television and radio programs across the country. He is author of **Get The Job You Want, Even When No One’s Hiring**. More information is available at: <http://www.getthejobbook.com> and <http://www.careerpotential.com>.

AVAILABILITY: Greater Philadelphia Area; nationwide by arrangement via telephone. Available for interviews in print, television and radio.