



JOB-HUNTING IN HARD TIMES edition

What Color Is Your PARACHUTE? 2009

*A Practical Manual for Job-Hunters
and Career-Changers*

Richard Nelson Bolles

Today's economy is America's #1 concern.

Joblessness is on the rise. Unemployment now stands at a 4-year high, of 5.7 percent. And rising. Analysts predict that 750,000 to a million more people will lose their jobs in the next four months. With so many needing help during their free-fall, thank goodness there's a *Parachute!*

What Color Is Your Parachute?, the best-selling career book of all time with 10 million copies sold, is the *only* career guide updated annually in response to the changing job market, giving job-hunters what they need most, right here and now. The newest edition (released October 2008) is called "The Job-Hunting in Hard Times" edition. Rewritten, updated, and expanded, it offers tools, support, and immeasurable hope to help job-seekers find a career with meaning and purpose, even in the worst of times.

In this special edition of *What Color Is Your Parachute?*, Richard Nelson Bolles addresses job-hunting in a tough economy, adapting the book's life changing strategies to current conditions and answering the most pressing questions job-hunters in difficult times need to know:

- How many others have lost their jobs and are any jobs available right now?
- How long should I expect to be out of work?
(More than a million people have had a job search last 27 weeks or longer this year.)
- What's the first thing I should do if my job hunt takes much longer than I expected?
(The answer may surprise you.)
- I'm in a precarious state financially. Where can I go for help? What can I do?
- How do I find health insurance when I'm on my own?
- I worked in my industry for years before I was laid off and I can't find any jobs in my field nearby for someone with my background and experience. Now what do I do?
- What kinds of questions should I be asking myself to discover my passion and should I wait for a job I would be passionate about?
- What will an employer be especially looking for so I can stand out in these competitive times?

With recession fears, the credit turmoil, and job uncertainty nationwide, *What Color Is Your Parachute?* will be unusually popular and helpful this year, as even those of us with jobs face an unpredictable future.

RICHARD NELSON BOLLES has been a leader in the career development field for more than 35 years. He has been the keynote speaker at hundreds of conferences. He lives in the **San Francisco Bay Area** and is available for interviews.

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