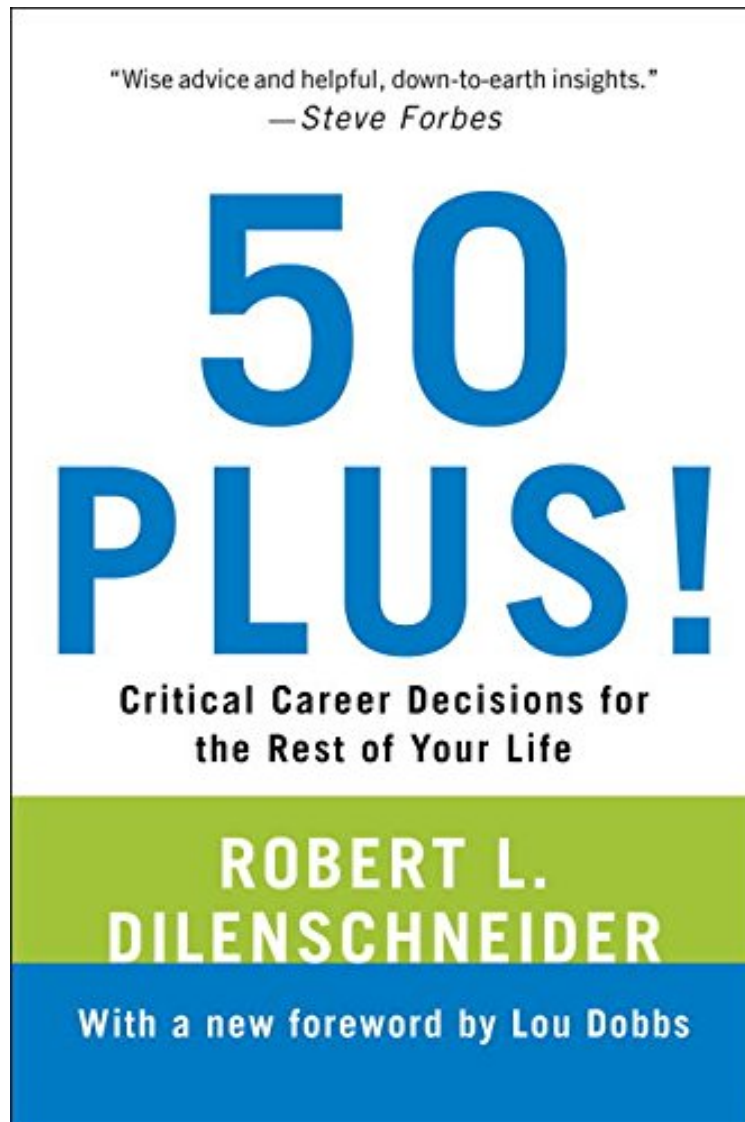


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50 Plus!: Critical Career Decisions for the Rest of Your Life

Robert L. Dilenschneider

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Robert L. Dilenschneider : 50 Plus!: Critical Career Decisions for the Rest of Your Life before purchasing it in order to gauge whether or not it would be worth my time, and all praised 50 Plus!: Critical Career Decisions for the Rest of Your Life:

5 of 5 people found the following review helpful. ok but not great By a serious reader This is a pretty good book. Worth reading once, however it contains a lot of useless fluff and also personal stories that aren't all that helpful. So yes I am glad I read it. However I am fairly certain that I will never pick it up again for a second look. This is too bad as there are many people in this situation who could use an excellent discussion of this topic. This book is mostly superficial

and talks about things that are already common sense for most people. I regret that I can't give it a more positive review as I really wanted to like it and learn from it. For the most part I found myself saying, yea, that's obvious. 1 of 1 people found the following review helpful. This was a mistake. By Dr. DonIt had a some good points but was in the bottom 20% of all the books I've read. It was a mistake to read this book. 6 of 7 people found the following review helpful. Must Reading: Excellent, Actionable Advice for More "Seasoned" Members of the Workforce By CustomerHaving worked in three different businesses since turning 50, I can tell you just how valuable this book can be both for people currently employed and those- over the age of 50- who are seeking jobs. Many job seekers in their 50s and older are defensive about their age. Mr. Dilenschneider provides great insights on how more seasoned employees and job seekers can present themselves so that their age becomes an asset, not a liability. I am living proof Mr. Dilenschneider lives by his words. He hired me when I was over 50 and there are a number of other Principals who joined the firm in their 50s. Mr. Dilenschneider values the importance of experience, expertise, interpersonal relationship and, most of all, judgment. In fact, in dealing with clients, the seniority of our Principals is always emphasized as an advantage. While Mr. Dilenschneider looks for these traditional qualities, he also understands the importance of keeping up with the times. This means being on top of political, economic and cultural trends. It also means learning the technological and digital skills it takes so thrive in the current economy. What makes the book stand out is that it deals in specifics and not just platitudes. He asks probing questions and gives homework. You emerge from reading 50 Plus! not only with a host of new ideas, but the confidence to succeed at this stage of your life.

Practical . . . with an inspirational flair . . . [Dilenschneider] offers wise words. Valuable reading. The New York Times Age Is No Barrier to Success. The rules of the business world are being rewritten again and Americans over 50 need to refresh their skill sets to meet the challenge of competing in a changing job market. Renowned workplace communications expert Robert L. Dilenschneider has completely revised and updated this indispensable guide to getting ahead in today's volatile economy. 50 Plus! offers essential guidance to help those at or near the mature stage of their careers. In these pages, you'll learn how to: Use new technology platforms effectively to find your next job Master emerging communications tools to position yourself for a winning interview Whether you intend to find a new career direction, grow within the field you know, start your own business, or are finally ready to realize a long-held dream, this inspiring and fact-filled guide provides a game plan for success. The best career advice you can get from one of the best in the business. from the Foreword by Lou Dobbs

"Practical... with an inspirational flair... [Dilenschneider] offers wise words. Valuable reading." About the Author Robert L. Dilenschneider has hired more than 3,000 successful professionals and advised thousands more. He is founder of the Dilenschneider Group, a corporate strategic counseling and public relations firm based in New York City. Formerly president and CEO of Hill Knowlton, he is the author of the bestselling books The Critical First Years of Your Professional Life, Power and Influence, A Briefing for Leaders, and On Power.