

---

# Contents

---

Preface: A Book about Advice, Not an Advice Book	ix
Introduction: The Company You Keep	1
<b>1</b> You Are Just like Coca-Cola: Selling Your Self through Personal Branding	23
<b>2</b> Being Generic—and Not—in the Right Way	61
<b>3</b> Getting off the Screen and into Networks	89
<b>4</b> Didn't We Meet on LinkedIn?	121
<b>5</b> Changing the Technological Infrastructure of Hiring	159
<b>6</b> The Decision Makers: What It Means to Be a Hiring Manager, Recruiter, or HR Person	185
<b>7</b> When Moving On Is the New Normal	207
Conclusion: We Wanted a Labor Force but Human Beings Came Instead	235
Acknowledgments	255
Notes	261
Bibliography	273
Index	283