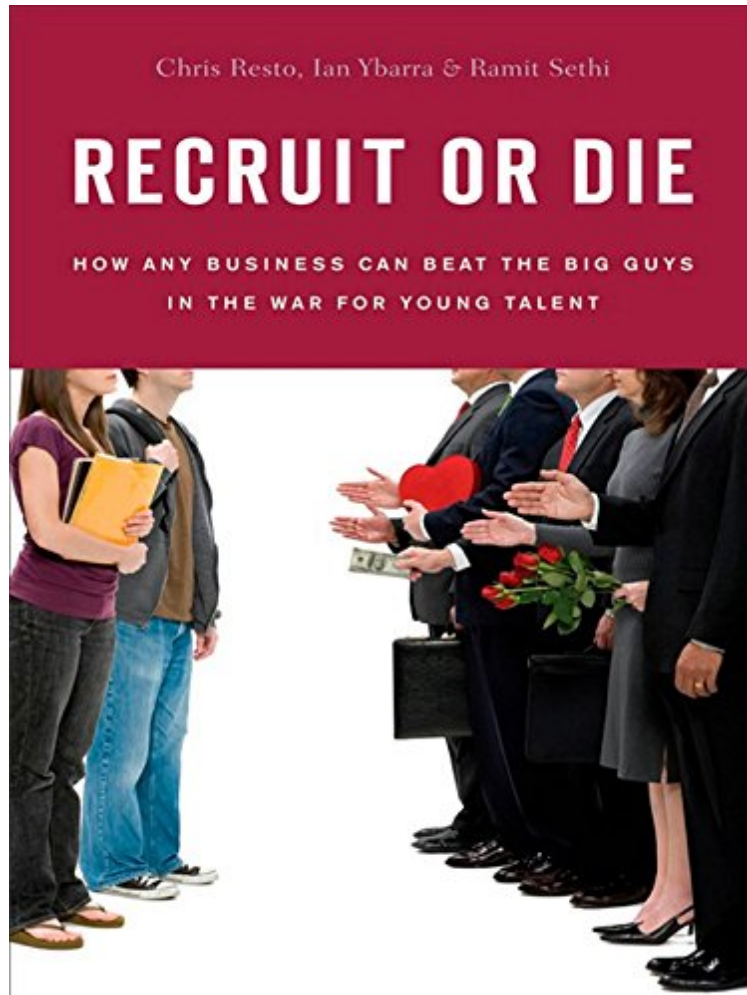


# Recruit or Die: How Any Business Can Beat the Big Guys in the War for YoungTalent

Chris Resto, Ian Ybarra, Ramit Sethi

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**Chris Resto, Ian Ybarra, Ramit Sethi : Recruit or Die: How Any Business Can Beat the Big Guys in the War for YoungTalent** before purchasing it in order to gage whether or not it would be worth my time, and all praised Recruit or Die: How Any Business Can Beat the Big Guys in the War for YoungTalent:

1 of 1 people found the following review helpful. Book geared to employers seeking elite students but still useful (though not as much) for smaller recruitersBy YodaThe sub-title to this book is "how any business can beat the big guys in the war for young talent". However, the book itself is geared to those recruiters (i.e., investment banking firms, Google, McKinsey and Co.) seeking to fill positions from elite schools (i.e., MIT, University of Pennsylvania, Carnegie Mellon and other Gourman 20 schools). If the reader is such a recruiter the book should rate a five star. However, for its intended of audience of "any business" (i.e., non elite recruiters) the book cannot rate a five star. The reason for this is that, unfortunately, the many of the strategies (and advantages) that elite recruiters have are simply

not available to smaller firms. For example, the book recommends having information sessions off campus at very expensive "hip" hotels, clubs or restaurants and sending perspective interviewees expensive books or gifts (an example cited was a \$100 engineering text or author autographed business best sellers) or how to "leverage" a great name such as "Google", etc. in recruiting campaigns. None of this advice is really useful to those firms that do not have these budgets or that do not need (or are unable) to recruit from elite schools. On the positive side, there is still plenty of advice that can be used by smaller recruiters. About 80% of the advice in the book can be described as such. Much of this involves scaling down the advice provided to the elite recruiters or just simple common sense (i.e., having information sessions that actually provide real information, having courteous and enthusiastic recruiters, making use of alumni, etc.). Hence although the book is geared to elite recruiters focusing on elite schools, there is still considerable advice that can be useful (with modifications) for smaller recruiters.

1 of 1 people found the following review helpful.  
Great book, very helpful advice  
By Kris C. I read this book as a student looking for a job and it's a very interesting insight into how recruiting and recruiters work. I would highly recommend this book to anyone who wants a better understanding of recruiting.

0 of 1 people found the following review helpful.  
incredibly useful for everyone involved in recruiting  
By Alex Sauciu This book clearly outlines the entire recruiting process from the standpoint of both the recruit and the recruiter. The authors show a plethora of knowledge about what young talent is looking for in their first job or internship and how companies can better position themselves to deliver that. If your company struggles to find and attract top talent, use this book to put yourself ahead of the game - and propel your company to new heights.

A guerrilla guide to getting the best college graduates to work for you—without spending like Microsoft, McKinsey, and Goldman Sachs  
Recruit or Die is the first practical guide to the entry-level recruiting game—which is very different from other kinds of recruiting and vitally important to every company, large or small. Traditionally, only large and powerful companies recruit on college campuses, scooping up the best and brightest. But small and young companies can also get top graduates—without a Wall Street budget—if they learn the secrets of America's top recruiters. The key is understanding today's college students: They aren't just looking for money and perks. More important, they are looking for opportunities to stand out, move around quickly, and rack up cool experiences and achievements. Any employer can compete with the big companies on these intangibles. The authors share dozens of anecdotes and research on more than one thousand students that show how successful recruiters work their magic—and how unsuccessful recruiters blow it. They offer practical strategies and advice in each chapter, along with case studies. Based on their experience working with hot recruits and the elite companies that pursue them, the authors show how any company can conquer the campus.

“Recruiting exceptionally talented and accomplished college candidates has never been more competitive or more important. Recruit or Die provides proven, practical solutions that will help any company, including Microsoft, compete with the strongest college recruiting organizations.” -- Kerry Olin, senior director for college recruiting, Microsoft

“Recruit or Die should be a college recruiter's bible! Everyone on the IBM team will get a copy!” -- Eletta Kershaw, IBM University recruiting and relations

“If you want a great organization, you need to hire amazing people. These days, if you want amazing people, you need to earn them. This book shows you how. I can't imagine hiring on campus without a copy.” -- Seth Godin, bestselling author, The Dip

“Great recruiting takes great relationships. Recruit or Die is chock-full of ways to build trust on campus and recruit the best.” -- Keith Ferrazzi, bestselling author, Never Eat Alone

“Recruit or Die is a thorough and complete guide to successful recruiting for companies large and small. Recruiting is an ongoing process that does not stop once the candidate arrives for their first day of work, and this book drives home that important point.” -- Aaron G. Flores, Ph.D., director, Cordis Cardiology, a Johnson Johnson Company

“If your company believes in recruiting and growing young talent, this book will provide you with insights on how to do just that.” -- Rajesh Setty, serial entrepreneur, investor, and author, Beyond Code

“A detailed guide to attracting and winning top entry-level job candidates. Their advice rings true ...” -- Kirkus

“Recruit or Die offers strategies that can help level the playing field between Wall Street darlings and companies with lower profiles and lesser budgets.” -- Washington CEO

About the Author  
Chris Resto, founding director of MIT's largest internship program, has advised hundreds of companies and thousands of college students on recruiting over the past five years. Ian Ybarra, a recent MIT graduate, now assists bestselling author Keith Ferrazzi with book marketing and writes an early career advice blog. Ramit Sethi, a recent Stanford graduate, is now VP of marketing for an online start-up and writes a personal finance blog.