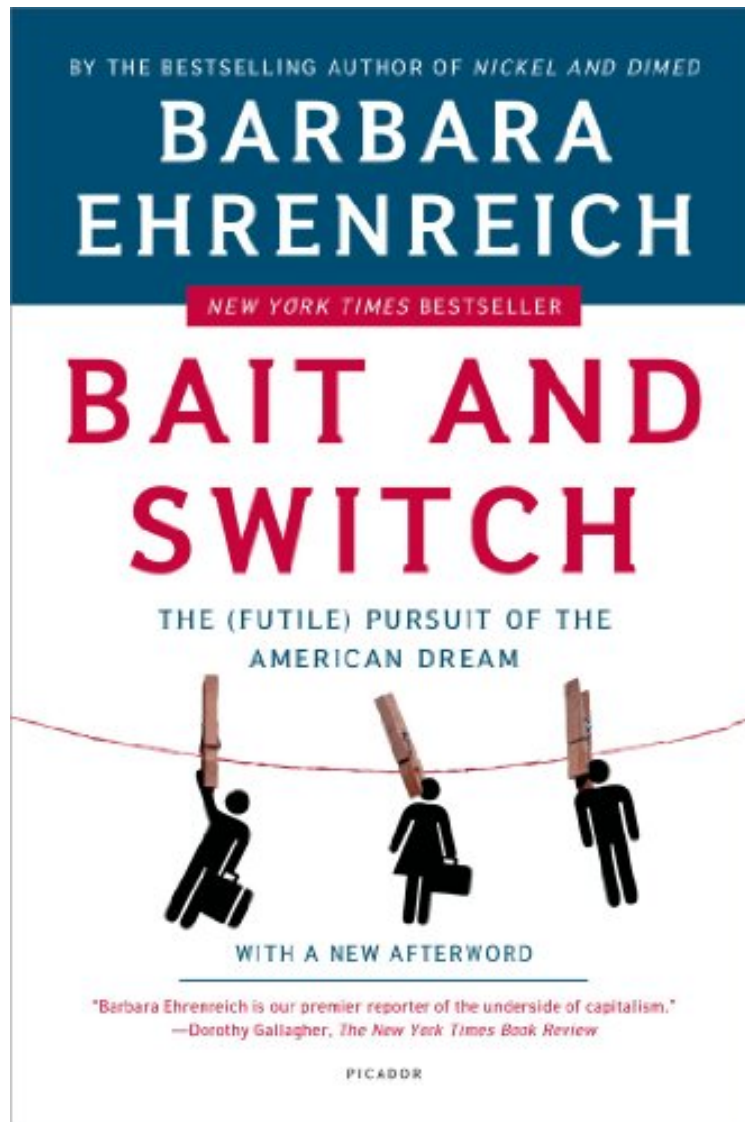


[Ebook free] Bait and Switch: The (Futile) Pursuit of the American Dream

Bait and Switch: The (Futile) Pursuit of the American Dream

Barbara Ehrenreich

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Barbara Ehrenreich : Bait and Switch: The (Futile) Pursuit of the American Dream before purchasing it in order to gage whether or not it would be worth my time, and all praised Bait and Switch: The (Futile) Pursuit of the American Dream:

9 of 10 people found the following review helpful. Outdated already and a tad cluelessBy DogzillaStarting with the positives, at least Ehrenreich acknowledges that the struggles to land a good job are as difficult for entry- and mid-level professionals as they are for blue-collar and unskilled professions. It appears to boil down to whom you know and I think Ehrenreich had a distinct disadvantage in that she A) had "a Gap" in her resume due to the covert way she went about this and B) she apparently didn't know anyone in the field, which I find strange for a writer. In general, this

book paints a somewhat accurate picture of the difficulties and scams encountered in the average white-collar job search, but I think Ehrenreich is a bit naive about it. Didn't she talk to anyone at PRSA to find out how they got where they are? I actually HAVE a career in PR and noted at least one method that Ehrenreich didn't try, or at least, didn't mention. I found there are really one of two possible paths to land a PR gig; cold-calling just doesn't work. One method that worked for me -- absent any good contacts in the field early on in my career -- was taking internships. One of my internships was paid and the other was unpaid, but both built up a little mental Rolodex of contacts for me and some of those people were able to at least provide references, if not job leads. The other method she didn't seem to address at all and that is: start out in the mail room or reception. In most PR and advertising firms, a professional fresh out of school or with a Gap will not just start out at some cushy \$50K account executive position right from the start. You start by sorting mail and taking phone calls. Back in the 80s, we called that "getting your foot in the door." Once you're in, then you hustle. You make friends, you go to lunch with people who are in a position to hire, you keep your ear to the ground for open positions and you position yourself (by getting involved in various projects) for job promotions and transfers to the job you want, not unlike interning. Never in my life have I wasted money on career coaches (who have no credentials or otherwise obvious insight), job fairs, recruiters, or any of that stuff. In fact, all the career counseling material I've read advises against that sort of thing. If you have to pay money to get a job, it's probably not all that legitimate in the first place. Second, if one had the money to waste on a \$4,000 workshop, why does one need a job? That sort of thing is totally out of reach for the newly minted college graduate or someone who has been working as a receptionist for minimum wage and is looking to move up the ladder. 0 of 0 people found the following review helpful. Funny at times yet the situation described is painful. By Greeny Whether the author is correct or not, this is an entertaining book. The book is about how hard it may be to get a job if one isn't young. Ehrenreich experimented by searching for jobs and by trying out a variety of services that help people to find jobs. She discovered how hard it is to get traction during a recession. Some of the stories were funny because the characters were a little odd. 4 of 5 people found the following review helpful. A poser in the professional work force. By Mr. Ed I understand what Ehrenreich was trying to do. This book was highly recommended by an adult collage student friend. She like it and was very impressed by the entire concept. I however work in the professional healthcare/retail industry. I found her attempts to understand the professional industry weak and very much like too many others who want in without working their way up, or going to school for the baseline knowledge. My friend said that I missed the point, but I feel as if the author mimicked a half a dozen or so applicants I interviewed this last month; trained to use buzz words, but have no real knowledge of the job. She does a rather remarkable job in pointing out that one needs far more than a "people personality" to go far in a professional world, and spending a grand or more in coaching is not a golden ticket. Overall, light and semi entertaining reading, not really the moral outrage of the common people being barred from elite jobs as it was introduced to me. Nickel and Dimed is by far the better of Ehrenreich's work.

The bestselling author of Nickel and Dimed goes back undercover to do for America's ailing middle class what she did for the working poor. Barbara Ehrenreich's Nickel and Dimed explored the lives of low-wage workers. Now, in Bait and Switch, she enters another hidden realm of the economy: the shadowy world of the white-collar unemployed. Armed with a plausible reacute;sumeacute; of a professional "in transition," she attempts to land a middle-class jobmdash;undergoing career coaching and personality testing, then trawling a series of EST-like boot camps, job fairs, networking events, and evangelical job-search ministries. She gets an image makeover, works to project a winning attitude, yet is proselytized, scammed, lectured, andmdash;again and againmdash;rejected. Bait and Switch highlights the people who've done everything rightmdash;gotten college degrees, developed marketable skills, and built up impressive reacute;sumeacute;smdash;yet have become repeatedly vulnerable to financial disaster, and not simply due to the vagaries of the business cycle. Today's ultra-lean corporations take pride in shedding their "surplus" employeesmdash;plunging them, for months or years at a stretch, into the twilight zone of white-collar unemployment, where job searching becomes a full-time job in itself. As Ehrenreich discovers, there are few social supports for these newly disposable workersmdash;and little security even for those who have jobs. Like the now classic Nickel and Dimed, Bait and Switch is alternately hilarious and tragic, a searing exposeacute; of economic cruelty where we least expect it.