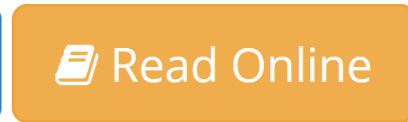


Hiring Greatness: How to Recruit Your Dream Team and Crush the Competition

By David E. Perry, Mark J. Haluska



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The Unprecedented Tell-All Guide Through the Intricacies of Executive Recruitment

The single greatest opportunity that an organization has to improve both performance and culture in one stroke lies in the hiring of a new executive—the *right* executive. The fresh thinking of a skilled leader has the potential to unleash innovation, empower employees, and generate wealth for the company. Similarly, a bad hire may mortally wound the organization and cause ripple effects throughout the entire economy.

Hiring Greatness contains valuable insider strategies and tactics—previously only known to a handful of America's wealthiest, elite head-hunters—to attract, recruit, and retain star executives. Authors David E. Perry and Mark J. Haluska have completed more than 1800 search projects across five continents, maintaining a 99.97% success rate, and negotiating more than \$380 million in salaries. Like magicians unveiling the hidden 'tricks of the trade,' Perry and Haluska reveal:

- How to systematically secure—and retain—the perfect talent for your company
- How to keep recruiters from poaching your star executives (a good hire is relatively meaningless if they leave the company)
- Twenty-three questions you must ask a potential headhunter
- The language that makes your company the most compelling, and how HR lingo can repel the best talent
- Four critical turnoffs that drive great candidates away from top companies

One company created \$3.8 million of market value each hour, for six months, simply by hiring the right leader. *Hiring Greatness* takes you behind the scenes of one of the world's most profitable and secretive industries, meticulously showing how any organization can make monumental hiring decisions that lead to massive success.

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Editorial Review

From the Inside Flap

Hiring a new executive offers an organization the single-greatest opportunity for improving performance and culture with one decision—*Hiring Greatness* shares the advanced thinking it takes to land the type of leader who can unleash innovation, empower employees, and generate wealth for the company.

This groundbreaking guide shows you how to attract, recruit, and retain star executives by using never-before published insider strategies and tactics—once the guarded privilege of America's wealthiest, most elite headhunters. No other authorial team in the industry can deliver more than David Perry and Mark Haluska, who combined have closed more than 1,800 search projects on five continents and negotiated more than \$380 million dollars in salaries. Like magicians unveiling the hidden "tricks of the trade," this powerhouse duo reveals:

- How to secure the talent you seek with laser like precision
- How to keep recruiters from poaching your star executives
- The 23 questions you need to ask a executive search professional before engaging them
- Why "HR-Speak" may be killing your ability to attract the best, and what to say instead
- Four critical turnoffs that drive great candidates away from top companies

Find out which newly hired CEO created \$3.8 million dollars in market value an hour, and which one lost his new company \$500,000 dollars an hour! Actual case studies take you behind the scenes of one of the world's most profitable and secretive industries to shed light on the monumental successes and pitfalls of real-world hiring decisions.

For employers, human resource professionals, and recruiters, *Hiring Greatness* is the step-by-step manual to have at your finger-tips when hiring the key player to your company's success.

From the Back Cover

PRAISE FOR HIRING GREATNESS

"I know first-hand what happens when you hire the wrong person for a crucial position! It disrupts the entire performance of my team and slows us down considerably. *Hiring Greatness* is a step-by-step guide to making sure you get the absolute right person in those KEY spots!"

—**Barbara Corcoran**, Founder of Corcoran Group NYC and Investor on the Emmy Award Winning *Shark Tank*

"'Hire your replacement.' As a CEO, this is the message I share with all my executives. Finding, attracting, and closing the deal with exceptional talent is tough work. *Hiring Greatness* walks you through it clearly and concisely. This should be read and on every executives book shelf and referenced often."

—**Jonathan Berger**, Chief Executive Officer, Great Lakes Dredge & Dock

"A-level talent is the most elusive and most essential part of a winning market strategy. *Hiring Greatness* cuts to the essence of the hiring process, identifying the right person who can execute internally and externally. That combination is rare, and drives success."

—**Seth Deutsch**, Chief Executive, Industrial Group, AECOM

"This book challenges every myth in the hiring process. If you want great people, you need a great process. *Hiring Greatness* has it!"

—**Luke Williams**, *New York Times* bestselling author of *The Wallet Allocation Rule: Winning the Battle for Share*

"If you'd really love to make a difference in this world, read this book and apply its techniques. Timeless, relevant, and energizing! A brilliantly captivating and vibrant book!"

—**George S. Best**, MM, Vice President of Strategic Initiatives, Boston Chapter of the National Black MBA Association

"Need a great leader? Then you need this book!"

—**Chester Elton**, *New York Times* bestselling author of *All In* and *What Motivates Me*

"Talent attraction is critical for growth. *Hiring Greatness* gives you the hard facts and guidance to build a company that is not just good, but great! Every leader can learn from this book and be inspired to make changes that make a difference."

—**Dr. Cindy Gordon**, CEO, SalesChoice Inc.

"This is a remarkable book translating David's years of recruiting experience into a detailed roadmap for every hiring manager and executive. He is the perfect person to inspire us to hire greatness!"

—**Joe Zinner**, President, Zinner & Company Inc.

About the Author

DAVID E. PERRY, nick-named the 'Rogue Recruiter' by the *Wall Street Journal*, has three decades experience recruiting senior executives as Managing Partner of Perry-Martel International Inc. He has closed more than \$350 million in deals on 5 continents with a 99.54% success rate. He pioneered the professional practices described in this book.

MARK J. HALUSKA is an executive search professional who has drawn attention from many of North America's better-known boutique recruiting firms and choice corporate clients.

Users Review

From reader reviews:

Pamela Bradley:

Do you have favorite book? If you have, what is your favorite's book? Reserve is very important thing for us to learn everything in the world. Each reserve has different aim or maybe goal; it means that e-book has different type. Some people feel enjoy to spend their time for you to read a book. They are really reading whatever they consider because their hobby is usually reading a book. Why not the person who don't like studying a book? Sometime, individual feel need book when they found difficult problem as well as exercise. Well, probably you should have this *Hiring Greatness: How to Recruit Your Dream Team and Crush the Competition*.

Kathryn Robinson:

People live in this new day time of lifestyle always try and and must have the spare time or they will get

great deal of stress from both lifestyle and work. So , when we ask do people have time, we will say absolutely indeed. People is human not only a robot. Then we request again, what kind of activity are there when the spare time coming to you of course your answer will unlimited right. Then do you try this one, reading books. It can be your alternative within spending your spare time, the actual book you have read is actually Hiring Greatness: How to Recruit Your Dream Team and Crush the Competition.

Samuel Puckett:

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