Reviewer: Beth Gallego

Overview: Susan Cain is a graduate of Princeton and Harvard Law School. In addition to the book she has posted a TED talk ‘The power of introverts’ - nearly seven and half million views to date. The author reflects on how the Extrovert Ideal shapes our lives and why this is deeply unsettling. She uses broad categories, different from contemporary psychologies, suggesting that the reader will recognise themselves somewhere in the following constellation:

- Reflective, cerebral, bookish, unassuming, sensitive, thoughtful, serious, contemplative, subtle, introspective, inner-directed, gentle, calm, modest, solitude-seeking, shy, risk-averse, thin skinned.
- Ebullient, expansive, sociable, gregarious, excitable, dominant, assertive, active, risk-taking, thick skinned, outer-directed, light hearted, bold and comfortable in the spotlight.

Key ideas:

- ‘Quiet’ legitimises and even celebrates the ‘niche’ that represents half the people in the world. The author shows how the brain chemistry of introverts and extroverts differs, and how society undervalues introverts. She gives introverts the tools to take full advantage of their strengths. It is useful for career guidance as it provides suggestions for both introverts and extroverts:
  - It helps to normalise and honour personal traits that some clients may have come to see as deficiencies.
  - There is a section on the times when an introvert should act more extroverted and how to create ‘restorative niches’ to provide recovery time.
  - It explains the importance of ‘Free Trait Agreements’ with yourself and others to help all parties re-establish and maintain energy (for example working or partnered with the opposite temperament).
  - It introduces the idea of finding your ‘sweet spot’ or optimal levels of arousal when setting up work, hobbies and social life to increase satisfaction, function better and contribute to more informed career and life decisions.
- There are many real life examples and interesting insights into the rise of ‘group think’, the Wall Street Crash and the success of Warren Buffett.

Content:

- The Introduction: The North and South of temperament
- Part One: The Extrovert Ideal
- Part Two: Your biology Your self?
- Part Three: Do all cultures have the extrovert ideal?
- Part 4: How to love, how to work

Activities: This book will be of interest to a wide range of people, including career practitioners, clients, managers, staff, families, parents and those in the teaching profession.

Final Comments: I found this book informative and empowering. I have bought it and have recommended it to family members and clients.
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<th><strong>Reviewer:</strong></th>
<th>Victoria Brewster, MSW</th>
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<td><strong>Overview:</strong></td>
<td>Nancy is a career counselor and creativity coach who makes good suggestions to the reader. Her focus is on: learn your strengths; communicate effectively; expand your network; make a flexible plan; and take the required action. Your resume, biography, LinkedIn profile and website ‘about’ page should show case your unique strengths, values, and interests.</td>
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<td><strong>Key ideas:</strong></td>
<td>This is a book for clients/job seeker. Questions/ideas to think about include what are you passionate about? What is your preferred form of communication (written, verbal or non-verbal)? What are your strengths? What are your best skills? What type of job do you want (freelance, temporary, part-time, full-time, volunteer work)? Are you willing to update your skill set through training, online certification programs, a university course or degree, webinar or workshop?</td>
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<td><strong>Content:</strong></td>
<td>A wealth of information for the job seeker or individual looking to change careers. Chapters/Sections focus on: Your Success Story, Design a Powerful Portfolio, Fire Up Your Profile, and Resources and Worksheets. The content focuses on the whole person and all areas of their life.</td>
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<td><strong>Activities:</strong></td>
<td>There are lists of characteristics, strengths, skills, opportunities and more for the reader to describe oneself and begin the ‘About Me’ section which is important in order to know which jobs one should seek.</td>
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<td><strong>Final Comments:</strong></td>
<td>For individuals seeking employment, looking to change careers or jobs, wanting to learn more about oneself and to update or create a resume, this is a great book!</td>
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## CDANZ Book Review

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<th><strong>Reviewer:</strong></th>
<th>Sam Young</th>
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<td><strong>Overview:</strong></td>
<td>The Psychology of Personnel Selection introduces the key techniques, theories, research and debates in selecting new employees, encompassing a broad range of factors. Well supported by research, it is a guide for HR staff, students, and employers to help them navigate the morass of conflicting efficacy evidence for selection tools. It will also assist employees in identifying their unique selling points.</td>
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<td><strong>Key ideas:</strong></td>
<td>Tomas Chamorro-Premuzic and Adrian Furnham provide a balanced review of assessment models, encompassing those that evaluate candidate intelligence, personality, creativity, leadership and talent, offering research-based argument to discuss whether various models have predictive validity for determining individual on-job performance.</td>
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<td><strong>Content:</strong></td>
<td>The book reviews, summarises and evaluates both selection methods and models including unscientific selection methods such as phrenology, astrology and graphology; interviews; recommendation letters; bio-data; situational judgement tests and intelligence; and selection models such as general mental ability personality traits; creativity, leadership and talent. Each chapter ends with a summary of the argument presented, detailing the authors conclusions of validity and reliability. A substantial list of references is supplied, as well as supporting graphs and diagrams drawn from the underlying research consulted. It is a great summary of selection techniques and what evidence there is for using each. While I don’t agree with everything that Tomas and Adrian have written, the arguments they provide to underpin their materials will encourage a careful reader to question their own beliefs and double-check the veracity of their own views. I have, and am currently further researching some information on Extraversion (which they list as a predictor for leadership success, but I disagree with as being a key predictor in New Zealand).</td>
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<td><strong>Activities:</strong></td>
<td>It would be easy for the reader to follow the references to deepen their knowledge in particular areas of interest.</td>
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<td><strong>Final Comments:</strong></td>
<td>The authors have written a clear, concise, balanced and easily digestible book, presented without any apparent bias or sensationalism. Their arguments are cogent. This book was good enough for me to buy it, argue with it, and write a review about it. I enjoyed it!</td>
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CDANZ Book Review

Author(s)  Wayne Breitbarth
Title  The Power Formula for LinkedIn Success: Kick-start Your Business, Brand, and Job Search
Date  2011
Publisher  Greenleaf Book Group Press
Country  USA
RRP  Kindle USD$7 (≈NZD$10)
Stockists  Amazon
Ordering Information  http://www.amazon.com/Power-Formula-LinkedIn-Success-Second-ebook/dp/B00C81AQQC/ref=tmm_kin_swatch_0?_encoding=UTF8&sr=&qid=

Reviewer:  Sam Young
Overview:  Wayne Breitbarth said that he never wanted to be on LinkedIn, as he doesn’t indulge in technology for technology’s sake. However, once a friend of his convinced him that this was a useful tool to advance his and his clients’ career and business, he embraced it.
Wayne has gone from tyro to guru, learning about LinkedIn to the point of having taught more than 120 classes to over four thousand LinkedIn students.

Key ideas:  In Wayne’s own words, “social media tools are just that—tools”. Use the parts of the tool that are relevant to you.

Content:  The chapters covered include new perspectives with which to consider Social Media; determining your own strategy of which “trusted professionals” you will connect with and how to link to people outside your first level network; step by step tips on writing your LinkedIn profile, by-line and experience; getting recommendations; using external media to support your profile; demonstrating your unique selling points; tips on must-have applications and tools such as Box.net files, including SlideShare presentations, using the Amazon Reading List to show your interests, using the Events function (I was unaware of all these, and am not sure if they all survived the 2012-13 review).
It also explains the basics of managing your connections, tags and groups.
In addition, it explores how LinkedIn works well for job seekers; clearly illustrating how having a sound LI profile BEFORE you start your job search, so you can leverage your network, is a thing of immense value. It also discusses why Facebook doesn’t work so well for job hunting and why Uni students need to be working on their LI profiles before graduation.
One very interesting aspect of this book was the brief chapter on paid versus free LI accounts, which reiterates that HR and Recruiters are most likely to get most value from the paid service.

Activities:  Wayne’s book is full of practical advice and how to lists for the LinkedIn newcomer, with a chapter on “A Six-Week, Two-Hour-per-Week Road Map to Results” for newbies to set up their profile, and some good ideas for how to manage your LI time to greatest effect.

Final Comments:  Wayne’s book has information relevant to new LI users. For what is a very reasonable price – the Kindle version is only $10 – it is easy for our clients to understand and follow, and will aid their job search AND their ability to articulate what their unique selling points are which will help us in turn as career professionals.
Expert users are going to get a far lesser payoff from this book. However, it is only a tenner, and, while I am a fairly expert LI user, I did get value from this addition to my Kindle library.