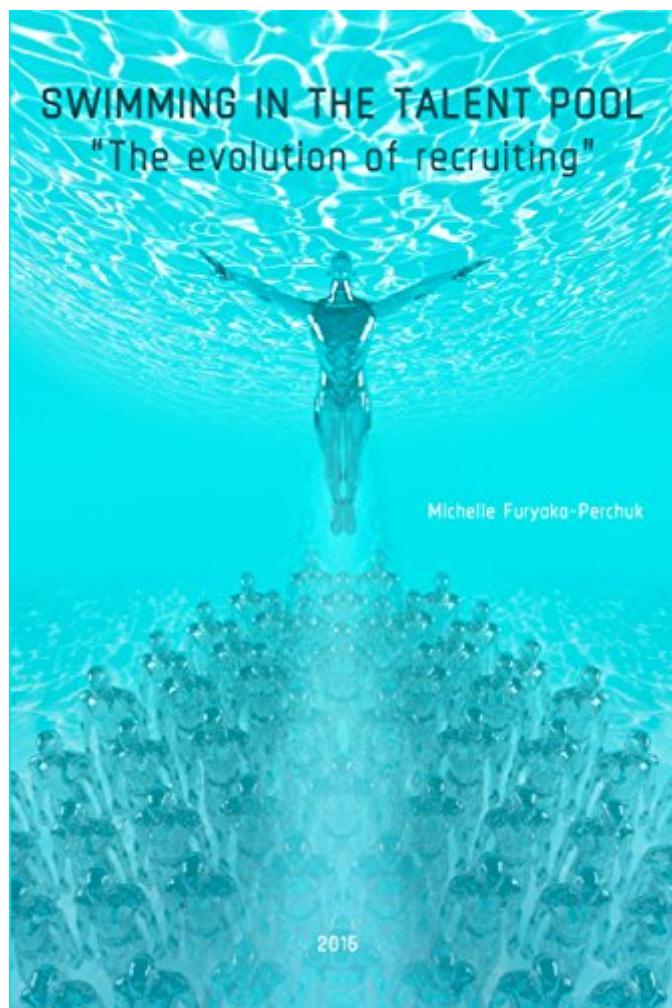


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# Swimming In The Talent Pool: The Evolution Of Recruiting



## **Synopsis**

“Swimming in the Talent Pool: the evolution of recruiting” by Michelle Furyaka with an introduction written by Jonathan Reichental, Chief Information Officer of the City of Palo Alto, explores the world of contemporary recruiting with a specific focus on the technology sector. The book aims to revive the image of the recruiting firm, with its importance articulated through the candid executive interviews. Michelle Furyaka, the CEO of NPD Global, the New York-based recruitment firm, discusses the widening gaps within the industry and shares her ideas on how best approach these issues. The book is a result of a series of interviews with the leading industry experts, agreeing on the importance of the recruiting firms’ future presence and progress. The book raises awareness of the key governmental initiatives improving the conditions of the industry today and stresses the significance of citizen support for these steps. Finally, and most importantly, the project promotes the idea of change from within, seen as the key to the bright future of recruiting.

## **Book Information**

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## Customer Reviews

The most important asset of any organization is its talent - and yet many companies have a big headache finding and retaining top talent. This book gives the past, present, and future perspective on the technology recruiting industry. The author gives you unique insider access to the minds of CIOs and discusses how to navigate emerging technologies. Anyone who is a part of the recruitment process, i.e., as candidate, recruiter, hiring manager or talent development can use this book to be ahead of the future trends in this industry.

This book is very interesting to everyone because it opens everyone's eyes about the recruiting industry and why it's important to use professional recruiters. It also provides excellent information about the gap in the workforce in the United States and makes brilliant suggestions how this can be solved. Great read! Tatiana S.

5 Stars for Michelle's book *Swimming in the Talent Pool*. Insightful. Regardless of industry, this information translates and speaks to all of us about the challenges we face hiring and retaining talent. Michelle reminds us of the importance of professional recruiters.

Great read. Amazing industry insight by a true professional. Aimed for today's HR executives !

Great book! Very professional!

Michelle has written an expertly framed treatise on the state of recruiting in the technology sector that takes a truly unique approach to understanding the approaches needed to adapt for success. From a great review of the historical evolution of technology recruiting, to the tools and tactics used today to compete effectively, to the view of social recruiting as a critical component of success, this book is chock full of actionable items to add to the arsenal of the technology recruiter, and also enhances the understanding of the sectors from a practitioner perspective. I think this book is not only appropriate for recruiters, but for experienced executives as well as up-and-comers in understanding the evolution of recruiting as a practice, with which knowledge they can benefit in the development of their own careers as well as benefit the technology community as a whole. A socially-oriented, community-based approach is fast becoming the prime mover for building trust and loyalty in our industry. Michelle perfectly frames this concept along with other complementary social aspects that will dictate the success of technology recruiting from the perspective of both

recruiter and practitioner. This is a truly unique read.-Jim Rutt

Bringing to your attention Michelle Furyaka's new book 'Swimming in the Talent Pool'! A great read about business and the art of recruitment by a woman in business whom I truly admire. Please check it out here on [and purchase the book](#) if you want to learn more about recruitment and what it's like to be an innovator, a CEO, and a woman in this blooming field.

Excellent read by an industry expert. A deep dive into the past present and the future. I highly recommend this book.

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