



BROTHER, CAN YOU SPARE A JOB?

A Book of Help, Hope, and Practical Advice

JOSHUA PERSKY

An out-of-work MIT Graduate hit the pavement sporting a sandwich board and a message that captured hearts across the globe: “Experienced MIT Grad for Hire.” It was dubbed the “Sign of the Times” by the Associated Press, and “The Face of the American Economy” by the BBC.

His inspirational act landed him on front pages around the world, on TV talk shows...and more importantly, into a satisfying job.

More than the ultimate feel-good story, it’s full of job-finding tips, resources, links, career coach guidance, and more. This timely book offers readers from all walks of life, invaluable tips that landed him a job, while bringing hope to the thousands joining the unemployment line on a daily basis.

“Persky’s unorthodox job-hunting methods paid off.”
—*New York Times*

Category: Business/Memoir
ISBN 13: 978-0-8065-3151-9
Price: \$15.95/\$20.00
Rights: World
Pages: 288
Trim: 5 1/2 x 8 1/4
Park: 58
Author’s Residence:
New York, NY

KEY SELLING POINTS

- Joshua Persky’s iconic photo has been displayed prominently on the front page of Yahoo.com, CNN.com, MSNBC.com, CNBC.com, and Reuters.com.
- Persky’s story is rated as a Top 10 news story of 2008, and was the second most viewed story in the *New York Post* for 2008.
- Persky’s inspirational story was featured on Fox, CNN, CNBC, and countless media outlets from New York to Beijing.
- David Perry, co-author of *Guerilla Marketing for Job Hunters*, has agreed to blurb the book.
- The book provides useful advice on how to get a job in a dismal economy.
- Persky was featured in a job-hunting related podcast by LaunchPadCareers.com, and his internet/blog presence is so strong, he’s considered a national hero.

MARKETING PLANS

- 20-city radio satellite tour tied to sales department dates
- Google® AdWord campaign using keywords like: sandwich board guy, and MIT grad for hire
- Online advertising on Careerbuilder.com, monster.com and other job-seeking Websites
- National television media campaign targeting stations to have Persky as a return guest, as well as: *Jay Leno, David Letterman, Jimmy Fallon, Craig Ferguson, Chelsea Lately, Bonnie Hunt, Martha Stewart, The View, Oprah, Rachael Ray, The Today Show, CBS' The Early Show, Good Morning America, Good Day New York, Dateline NBC, and PBS' Nightly Business Report*
- National radio media campaign targeting: NPR's *Morning Edition, All Things Considered, Fresh Air, Here & Now, Lopate Show, Brian Lehrer, Diane Rehm, WOR's Joan Hamburg, plus ABC Radio, CBS Radio, and Clear Channel*
- National print media campaign targeting: *USA Today, Wall Street Journal, AP, Entertainment Weekly, New York Times, New York Post, Daily News, New York magazine, The New Yorker, Washington Post, Baltimore Sun, San Francisco Chronicle, Los Angeles Times, The Boston Globe, Reuters, Business Week, Financial Times, plus Time and Newsweek*
- Regional author tour with speaking engagements, appearances, and signings
- Feature title at ALA and other regional trade shows in the fall
- Online outreach to Librarians and Employment Resource Centers (ERC's) offering electronic excerpts
- Author will be included in *Psychology Today's* May/June feature article "Bouncing Back"
- Author will write a "Back to Work" piece in August in hopes of major newspaper placement, which we will use to generate further media coverage
- Persky has appeared on the following Websites, all of which will have him back in September in time for book publication:
 - www.latimes.business.com
 - www.jobsinthemoney.blogspot.com
 - www.money.aol.com
 - www.usatoday.com
 - www.baltimoresun.com
 - www.abcnews.com
 - www.finance.yahoo.com
 - www.financialweek.com
 - www.valleywag.com
 - www.investmentbankeronlife.com
 - www.slate.com
 - www.washingtonpost.com
 - www.bloomberg.com
 - www.nydailynews.com
 - www.boston.com
 - www.forbes.com
- Persky has active Web pages: www.oracleofnewyork.com, and www.joshuapersky.com with a daily updated blog
- He will Twitter to generate book buzz beginning late August

PLEASE SHIP:

_____ ISBN 13: 978-0-8065-3151-9.....\$15.95/\$20.00 Can.Business/Memoir.....BROTHER, CAN U SPARE A JOB?.....Joshua Persky.....56

DATE _____

SALES REP. _____

BILL TO: _____

CITY _____

STATE / PROVINCE _____ ZIP CODE / POSTAL CODE _____

ACCOUNT # _____ TOTAL ORDER _____

STORE _____ REPRESENTATIVE _____

SPECIAL INSTRUCTIONS

Prices, dates and specifications are tentative and subject to change without notice.

P.O.# _____

ACCOUNT # _____

SHIP TO STORE NAME: _____

CITY _____

STATE / PROVINCE _____ ZIP CODE / POSTAL CODE _____

DISCOUNT _____

REP CODE# _____

Printed in the USA

FAX ORDERS:

24 hours a day; 7 days a week
1-800-227-9604

ORDER DEPARTMENT:

8:30 a.m. to 4:40 p.m. EST, Monday-Friday
1-800-526-0275
(12:25pm EST closed on Fridays,
June-August)
Fax: 1-800-227-9604

ELECTRONIC ORDERS:

PENGUIN GROUP (USA) Inc. is a member of
PUBNET. Our SAN is 282-5074

CUSTOMER SERVICE:

8:30 a.m. to 4:40 p.m. EST, Monday-Friday
1-800-631-8571
(12:25pm EST closed on Fridays, June-August)
Fax: 201-256-0000
E-mail Address:
customer.service@us.penguinroup.com

ALL UNITED STATES ORDERS:

KENSINGTON PUBLISHING CORP.
c/o Penguin Group (USA) Inc.
Attention: Order Processing
405 Murray Hill Parkway
East Rutherford, NJ 07073-2136

FOR INTERNATIONAL ORDERS:

HACHETTE BOOK GROUP USA
237 Park Avenue, 15th floor
New York, NY 10017
Attn: Ms. Diana Pho, International Dept.
Phone: 212-364-1325 / Fax: 212-364-0933
Email: diana.pho@hbgusa.com

DISTRIBUTED IN CANADA BY:

PENGUIN GROUP (CANADA)
c/o Pearson Canada
P.O. Box 335
195 Harry Walker Parkway
Newmarket, Ontario L3Y 7B4
Phone 800-399-6858
Fax 800-363-2665
For electronic ordering use San 116925



An imprint of
Kensington Publishing Corp.

www.kensingtonbooks.com