

Simone Janson (ed.)

SUCCESS

BY

RECOMMENDATION



**Convince
& achieve goals thanks to
personal branding, win with networks
reputation management communication, use
the power of rhetoric for
applications**

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Success by Recommendation

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Published by Best of HR - Berufebilder.de®

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Authors Overview

Anne M. Schüller

[Svenja Hofert](#)

[Mario Hahn](#)

[Dr. Job](#)

[Luise Köhler](#)

[Marco De Micheli](#)

[Sereina Schmidt](#)

[Dr. Marion Bourgeois](#)

[Simone Janson](#)

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

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In addition, our unique [publishing concept](#) offers you many best practice tips and examples from successful managers, entrepreneurs and other exciting personalities.

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Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

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Networking - career tool or nepotism: Without vitamin B, nothing works!

// By Simone Janson

There were times when vitamin B was considered to be unfine. There was derogatory talk about clunches, nepotism and rope teams. That seems to have changed fundamentally today. The principle of "who knows whom" is the top success strategy.

If networking brings more than any application

Recently, during a lecture in Marburg, a participant told me that it was not so easy to get to her internship. At first she tried a normal application. In the second attempt, then, as she admitted a little bashful, she then used her vitamin B - and get the internship.

But immediately she added defensively: "But then I noticed that a lot of the people in this company got their job like this. So I'm no exception! "

Ethical concerns about networking

The example illustrates the disadvantage of the so often and so gladly (by the way, also by me) recommended career principle (Social) Networking: Apparently, there are still enough people, which is somehow unpleasant.

Because it has a negative connotation. Because many people want to convince with their honest work. Because you do not want to be dependent on others, etc.

People are not objective!

I am a little torn by myself: on the one hand, the desire is understandable that one wants to convince through its good performance and work. Very praiseworthy. On the other hand, people just do not work that way.

Because we are designed for communication. And often only perceive things that we want to perceive - selectively, as the gorilla experiment shows. The objective performance assessment does not exist!

The boundaries between networking and nepotism are fluid

This may upset people who do not have the appropriate contacts. Because their performance is misunderstood. And there must be no excuse for nepotism. But the boundaries are indeed blurred.

In connection with this I found a survey carried out by the Austrian job exchange Karrie.at some time ago among its users - so it is not really representative, because theoretically everyone can of course select the same item 10 times. But let's assume that the numbers would show a certain trend:

“If you have relationships, you should also use them!”

The question was asked how important vitamin B is when looking for a job. A distinction was made between employees and employers. The majority of the participants said: “Those who have relationships should use them” - both a relative majority of employers (48 percent) and applicants (41 percent) agree.

This result is now interesting: While four out of ten employees (39 percent) are convinced that “nothing works without relationships” when looking for a job, 43 percent of employers believe that good people can find good jobs even without contacts. I rather believe that employers want to speak freely of the accusation of nepotism.

Employer: “Contacts not important”

Of course, every business wants to think and communicate that it has the best, most talented and great employees. Imagine a staff member who admits that he has selected an applicant not for objective abilities but because he knows the XY - he would make himself completely vulnerable. Even if that happens in reality often!

In addition, only four percent of 181 respondents on the employers' side say that relationships are the non-plus ultra in the search for potential employees.

Employees: majority does not believe in objectivity

Treacherously: 48 percent still advise applicants to let their contacts play if they have the opportunity to do so. And the fact that only objective criteria are used in the selection of candidates were given by only five per cent of the surveyed entrepreneurs and personnel decision-makers.

Incidentally, the employee side sees it completely differently. For example, just under a fifth of the 563 employees surveyed (18 percent) think that qualified people can find good jobs even without help from others. And a negligible number of respondents - a meager two percent (!) - believe that application processes only include objective criteria.

The survey results in detail:

Employees (563 participants): Looking for a job - Success through “Vitamin B”?