



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

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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