



News Release

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The U.S. Unemployment Rate is at a 25 year High

The U.S. unemployment rate is at its highest level in over 25 years with job losses at levels not seen since the end of World War II. Older workers, minorities, and managers are now the most likely job groups to lose their jobs. Seventy percent of all unemployed workers have no savings or unemployment benefits, forcing them to find a job quickly or face financial ruin.

“Unfortunately, many people go about finding a job the wrong way relying on outdated job search methods,” states Charles Mannila, author of the new book *Build Your Employment Fortress*. “Keeping a job is even harder. It’s not what you know as an employee that can get you fired, it’s what you don’t know.”

Mannila contends that job seekers need to learn the new rules for job hunting and more importantly apply employer-hiring secrets to help find and keep a great job in today’s changing job market. “We also need to implement simple strategies to bulletproof our jobs, thrive at work, and create our life-long employment fortress”.

Build Your Employment Fortress is the only book that shows readers how to create their life-long employment fortress in ten easy steps. This includes a step-by-step approach to help **find a great job** by learning how to survive unemployment, maximize your employability, apply non-traditional job hunting strategies, implement a job search action plan, and master the job interview; **stay employed** by learning how to recognize the warning signs of job loss, bulletproof your job, and understand your employment rights; and **manage your career** by learning how to regain control at work, balance work and family, master job stress and workplace change, earn large pay raises and promotions, and achieve success and happiness at work.

This exciting one-stop career guide is easy to read and is packed with time-tested strategies, tips, and lessons-learned from top human resources and employment law professionals.

Charles Mannila, CCP is an accomplished business executive, consultant, trainer, speaker, and published writer on employment issues with graduate degrees from the University of Pennsylvania and Florida International University along with several professional human resources designations. He has over 25 years of hands-on experience coaching and advising employers on employment, human resources, executive compensation, employee benefits, and workplace safety issues. Mannila has also provided thousands of people with employability and work skills training to help find a great job and stay employed. Previous published works include “Steering Clear of Court” and “How to Avoid Becoming a Workplace Violence Statistic”.

Build Your Employment Fortress is available for \$19.95 from most booksellers or by ordering directly from [Water Lily Publishing, P.O. Box 1810 Sequim, WA 98382](http://www.waterlilypublishing.com).