

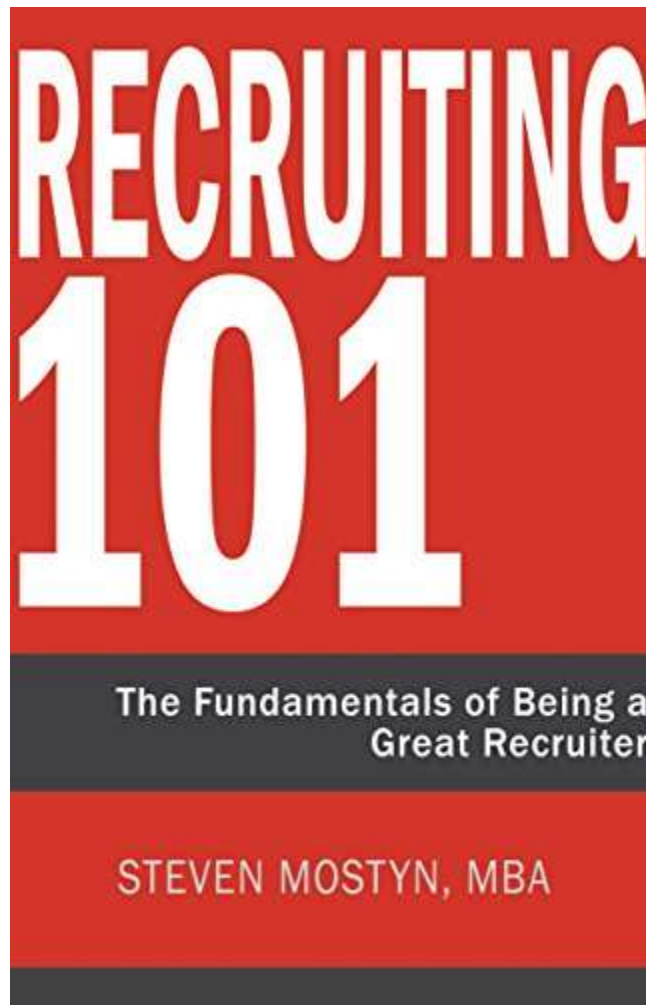
**Introducing a Book:**

***RECRUITING 101***

**Author: Steven Mostyn, MBA**

**Kindle Edition**

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Courtesy: [https://www.amazon.com/Recruiting-101-Fundamentals-Being-Recruiter-ebook/dp/B01M8LXU6Q/ref=sr\\_1\\_3?dchild=1&keywords=RECRUITING+101&qid=1617246208&s=digital-text&sr=1-3](https://www.amazon.com/Recruiting-101-Fundamentals-Being-Recruiter-ebook/dp/B01M8LXU6Q/ref=sr_1_3?dchild=1&keywords=RECRUITING+101&qid=1617246208&s=digital-text&sr=1-3)

Students and Research Scholars as well as the Faculty members who specialize or wish to specialize in HR will benefit greatly reading this book ***RECRUITING 101*** by Steven Mostyn, MBA. The book contains 187 pages with 15 chapters plus a Concluding Section. This is a well-organized and well-structured book. Language used is simple and so all our undergraduate and post-graduate students can easily read it on their own and understand the contents discussed with examples. The book presents vivid examples from leading international corporations. Additional examples can be easily obtained if our students read the business section of our leading daily newspapers such as *The Hindu*, *Times of India*, *Hindustan Times*, *The Statesman*, etc.

The author Steven Mostyn, MBA offers “Fifteen Fundamentals to Being a Great Recruiter”. Each fundamental feature is dealt with in different chapters.

- 1: Motivation
- 2: Relationship Management
- 3: Intake Sessions
- 4: Domain Knowledge
- 5: Recruitment Marketing
- 6: Your Own Personal Recruitment Brand.
- 7: Sourcing
- 8: The Art of Cold Calling
- 9: Candidate Engagement and Habits
- 10: Interviewing and Selecting Candidates
- 11: Fast Hiring Process
- 12: Closing Candidates
- 13: The Client and Candidate Experience
- 14: Data Driven Results
- 15: Never Stop Learning

## CONCLUSION

The author Steven Mostyn, MBA begins with an experiential truth: “To truly be successful, an individual has to taste some form of failure and move on to greater heights.” The author lists 10 famous individuals who met with some form of failure in their lives and yet came out successfully to help the entire world (Abraham Lincoln, Albert Einstein, Dr. Seuss, J.K. Rowling, Michael Jordan, Oprah Winfrey, Steve Jobs, Sylvester Stallone, Walt Disney, and Winston Churchill). Autobiographies and biographies of Great Indian Leaders and Leaders from other

South Asian leaders in politics as well as in business offer interesting and encouraging examples to our students.

Each chapter of this well-written and easy to follow book offers guidelines for us. For example, chapter 1 raises the question how do you stay positive? It offers 10 recommendations.

Chapter 2 focuses on developing effective relationships with our hiring managers. Sometimes the hiring manager may have some misconstrued ideas about the recruiter. The author suggests ways to overcome this situation. He also emphasized the recruiter needs to maintain good relations with all. At the same time, “some relationships are not worth keeping.”

Chapter 3 is on **in-take sessions**. “... an intake session is where a recruiter gets the verbal blue-prints from the hiring manager.” The author argues that if we do not have the right type of intake session, we will simply be wasting time. The chapter presents “the art of a good intake session” and related matters.

All the chapters carry important aspects of recruiting. The prospective recruiter is guided step by step. We highly commend the book to students and research scholars as well as the faculty members who teach courses on HRD. Indian and South Asian students, research scholars and the faculty members should collect relevant information from existing practices in corporations as well as campus recruitment groups to add to the information and processes suggested in this book. Contextualization of concepts and ideas always will help business enterprise and administration in India and South Asia.

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