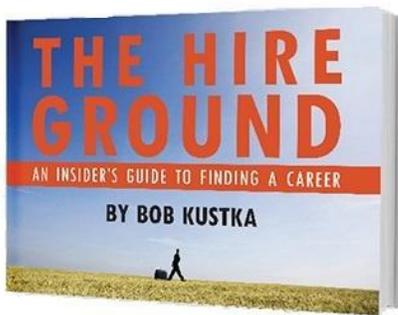


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Hello? Is Anyone Really on the Receiving End of the Submit Button?

HR Exec Provides the Roadmap out of Career Search Purgatory



Boston, Ma (March 2014) – Are you driven insane with the dead-end pursuit of meaningful work, scrolling through endless online job listings? Feel like your efforts are going into a black hole? Acanthus Publishing is proud to announce publication of the solution to the uninspired job search with Bob Kustka’s new book, *The Hire Ground: An Insider’s Guide to Finding a Career* (Acanthus Publishing, 2014). Drawing on a quarter century of HR experience, Kustka has created a concise and eye-popping, full-color guide to help college seniors, graduates, the unemployed and the underemployed untangle the process of landing a fulfilling career.

The Hire Ground takes the dread out of job hunting by addressing it from a holistic approach. Most career books either help people discover their interests, or they offer practical ideas on getting hired. *The Hire Ground* is one of the only publications that address both aspects of the career search, while presenting information in a colorful and attractive style. The book begins by determining where the reader’s passions and talents intersect using Kustka’s signature Strategic Career Matrix™. Using thought-provoking exercises, organizational tools, and colorful infographics, Kustka then offers actionable steps to turn their newfound dream job into a reality.

Bob’s background as both a HR consultant and a career counselor gives him uncanny insight into the hiring process and the mentality of the job seeker. After working in senior HR management positions at The Gillette Company for 25 years, Kustka is now the president of Fusion Factor, Inc. and the co-founder of Career Bound. Fusion Factor provides HR consulting services to Fortune 100 and mid-sized companies while Career Bound offers career coaching for students and graduates. His experience has earned him speaking engagements across the country, a seat on the boards of numerous trade organizations, and media placements with the *New York Times*, *BusinessWeek*, NPR, Fox TV, and many others.

“There are too many job seekers struggling with the question ‘How do I land the job?’ before answering, ‘Who am I and who do I want to become?’” says Kustka. “In our studies of parents and students, we have found that 89% of respondents had little to no idea of what they wanted to do. *The*

Hire Ground was written to address the entire strategic process of finding a career, and create it in an engaging format for students and graduates. Today's job seekers consume information differently than in the past, so the book was designed to look more like a website or magazine. It also provides access to online tools and resources.”

As we approach college graduation, many aspiring professionals will unfortunately leave school feeling unprepared and with no direction. For these individuals, their parents, and their career counselors, this can lead to needless months or years of frustration, just like countless graduates before them. *The Hire Ground* is the answer to their career search purgatory, and the ideal book to provide the necessary support to attain a meaningful career. For more information and to order your copy, please visit www.TheHireGround.net.

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Review copies now available - send us your mailing address!



Bob Kustka, author of *The Hire Ground*, is co-founder of Career Bound and the president and founder of Fusion Factor, Inc. Prior to founding both businesses, he spent over 25 years in senior human resource positions in Fortune 100 companies. He has been responsible for talent management for manufacturing operations, marketing, finance, engineering, research and development, finance and information technology.

Kustka is former adjunct faculty at Babson College, Boston University and Lesley University and has been a guest lecturer at many other colleges and universities. He has served on the boards of numerous organizations including the Human Resources Council, Northeast Human Resources Association, the Small Business Association of New England, the South Shore Women's Business Network and Athena Powerlink. He is an author of several eBooks, a sought after speaker and has been featured on *Business Week*, *The New York Times*, FOX TV and National Public Radio.

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