

# **PRAISE FOR *HIGH-TECH HIGH-TOUCH RECRUITING***

“Barbara Bruno is the rare individual who can cover strategy and immediate tactics to ensure success in a single book. It doesn’t matter if you are an experienced recruiter or just starting on the journey with recruiting as a career, I have not encountered a more engaging person than Barbara. She instantly connects with her audience and provides immediate value, not just theory, to help you achieve success!”

**Randy Marmon, CEO, Lucas Group**

“In this book, Barbara Bruno unravels the ways in which ever-changing technological advances affect communication—and consequently recruiting and talent acquisition—and how to utilize tech, in conjunction with the human touch, to enhance the candidate experience. The tools and techniques Bruno outlines are particularly engaging, as they draw on her vast experience within the industry. Featuring immersive and actionable subject matter, and comprehensive online resources, this book is a significant contribution to the recruiting profession.”

**Tammi Heaton, Chief Operating Officer, PrideStaff**

“Barbara Bruno is an outstanding trainer, speaker, and, most importantly, listener. Her experience as an advisor to scores of recruiters has been distilled in this comprehensive look at sound competitive strategies. This should be a go-to for recruiters looking to hone their skills for success.”

**Ron Herzon, CEO, Fortune Franchise Corporation**

“We have benefitted from Barbara Bruno’s insights over the past few years, and now everyone else has the same opportunity to learn from her. The insights she provides is the differentiation from being a recruiter to a workforce workplace expert. This is a must-read for anyone working in the

recruiting or staffing profession. This should be utilized as a reference guide and not a one-time read with all the golden nuggets of information Barbara has provided, as our profession embraces the need for a high-tech but also a high-touch approach.”

**Pat Patel, CEO, Intelliswift Software, Inc.**

“For the past 18 years, I’ve been a student of Barbara Bruno’s philosophies, training and education. Barbara continues to raise the bar with her newest book and I encourage any recruiting professional who wants to amplify their career to take the time and read her latest achievement.”

**Robert Krzak, President, Gecko Hospitality**

“We have had the distinct pleasure of knowing and working with Barbara Bruno for several years. Her contributions to our company, bolstered by her vast experience, have been immeasurable. This book is a gold mine and veritable roadmap on how to succeed on every level in staffing. Whether you are an owner, manager, account manager or recruiter, this book will give you the shortcut to the greatest staffing techniques known to the industry. This book will be required reading for all of our employees going forward!”

**Eric F. Brady, CEO, and Richard J. Mainz, CFO, Mainz Brady Group**

“A comprehensive, thorough primer that offers a firm foundation for a newbie and a superlative review for a pro. If recruiting is something you feel you might excel at or if you have already experienced the passion of one of the most fulfilling professions, this is required reading. This book is one of a kind, written by the leading trainer to the staffing and recruiting professions.”

**Kenneth J. Bohan, President/CEO, The Liberty Group**

“Barbara Bruno is always on point, direct, and provides relevant content. Anyone reading this book will obtain information they can immediately put into action to improve their success in the recruiting profession. This book proves the relevance of a high-tech high-touch approach while continuing to improve the candidate experience. I love Barbara’s ‘say it like it is’ style and would highly recommend this book.”

**Jeri Meyers, EVP of Sales, QPS Employment Group**

“Barbara proves with great alacrity and insight how technological advance, when paralleled with the art of communication through high-touch resource, is crucial to all business growth and ongoing success.”

**Johanne Berry, CPC, C.M. Presidente, Strategie et Rayonnement d'affaire, Gestion Johanne Berry, Inc.**

“Barbara Bruno is the go-to expert in the professional field of recruiting and this book is a must-read. Her passion and commitment to help recruiters attain success and provide a positive experience for the candidates we represent is apparent in every chapter. Even the most experienced recruiters will benefit from the comprehensive materials in this book.”

**Robert Maltzman, Vice President, Sales, SMCI Software Management Consultants, Inc.**



# High-Tech High-Touch Recruiting

How to attract and retain the best talent by improving the candidate experience

Barbara Bruno



**Publisher's note**

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Online resources for this book can be found at  
<https://koganpage.box.com/v/HighTechHighTouchResources>.

# ABOUT THE AUTHOR

**Barbara Bruno** is an internationally recognized recruiting expert who has a proven track record of helping recruiters and talent acquisition professionals become more successful and less stressed. Driven by her passion for the recruiting profession, she takes pride in the thousands of candidates her firm has placed in jobs and the strong relationships she establishes with hiring authorities.

In addition to speaking at more than 25 conferences annually, she has created online tutorials distributed globally that provide comprehensive recruiting and sales training. She was instrumental in helping launch a certification program for the recruiting profession, by writing a study guide of best practices.

She has been recognized by many associations for her leadership, volunteerism, and extraordinary commitment to improve and promote the recruiting profession. To improve the overall candidate experience, she also created an innovative career portal, so companies can now help 100 percent of the candidates they attract.

Barbara has been married to her husband, Tony, for 32 years, has five children and eleven grandchildren, and resides in Merrillville, Indiana. She spends her spare time with her family, painting, baking, and playing piano. Her website is [www.goodasgoldtraining.com](http://www.goodasgoldtraining.com).

