



Packaging Yourself: The Targeted Resume (5th Revised edition)

By Kate Wendleton

Cengage Learning, Inc. Paperback. Book Condition: new. BRAND NEW, Packaging Yourself: The Targeted Resume (5th Revised edition), Kate Wendleton, Does your resume correspond to your LinkedIn profile? Have you simply recounted your work history in your resume, or have you "packaged" yourself to be seen the way you want to be seen? Packaging Yourself is the only book on the market that uses case studies to teach you the nuances of resume preparation, as well as how to combine it with your LinkedIn profile. The average resume is looked at for only ten seconds. You can make yours stand out. You can learn how to highlight your strengths and hide your weaknesses. You can prepare a marketing piece that dynamically presents you just the way you want prospective employers to see you. You can learn how to present yourself effectively on LinkedIn and other media. You'll learn to create an exciting resume that will, make the reader want to call you in for a meeting, and will guide the interviewing process and bring out the best points about yourself, develop the accomplishment statements that form the backbone of your resume, and write a summary that increases your chance of getting...



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