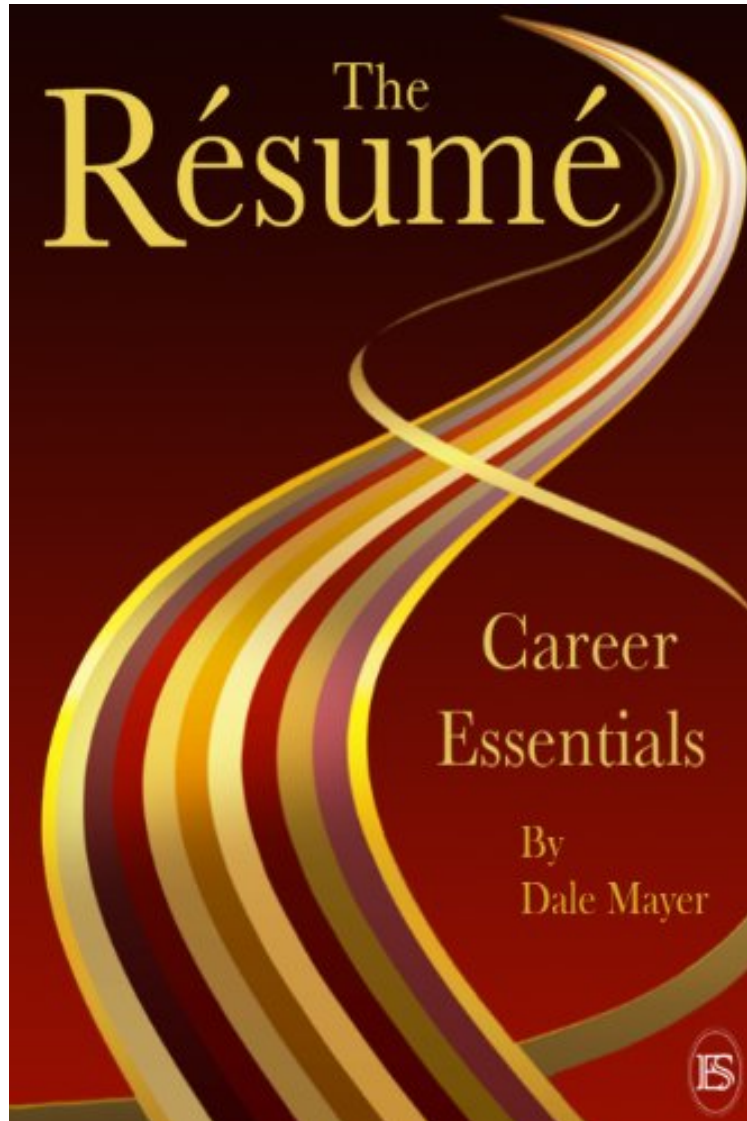


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## Career Essentials: The Resume

*Dale Mayer*

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In our current economic conditions, job hunters are struggling to attain the 'perfect' job. The Internet has made job hunting easier, but has made getting the job actually harder. It's so easy to apply for jobs today that employers are overwhelmed, often receiving thousands of applications per job opening. Somehow, you have to make sure your application rises to the top of this pile. How? Through your resume - the single most powerful marketing tool you have to showcase your skills and accomplishments. That's what this book is all about. It shows you how to create the best resume for you and the job you are applying for. There are chapters on the different resume formats and how to choose the appropriate one for your situation. There's a chapter showing you what belongs in each section of the resume and there's even a chapter on how to showcase your skills in the most powerful way. There is a section on mistakes to avoid and tips for dealing with any problematic areas. Underqualified? Overqualified? Each of these issues and many more are addressed in this book, as is a rarely discussed security issue from posting your resume all over the Internet. There is also a chapter on the power of words that will help you to maximize your writing to make your resume the most powerful selling tool possible. Even better all this information is presented in a straightforward style that makes this book easy to read and the instructions even easier to follow. Isn't it time you seek out the next step in your life? This book has been recently revised and released on April 18, 2012.

From the Author Resume writing is a topic I have written on many times over the last decade. I currently have one published book on this subject matter. When I looked to see if I had anything more I could offer on this topic, I realize that today's job hunter, like so much of the world, is looking for a fast solution to a problem. They needed an easy to read book on just writing/updating their resume. They may or may not also need information on cover letters, interviews, the job hunt etc. Our world has become one of instant gratification. People have information at their fingertips today, they don't want to have to sort through extraneous information in order to find the material they need. They need to be able to put their fingers on it now!