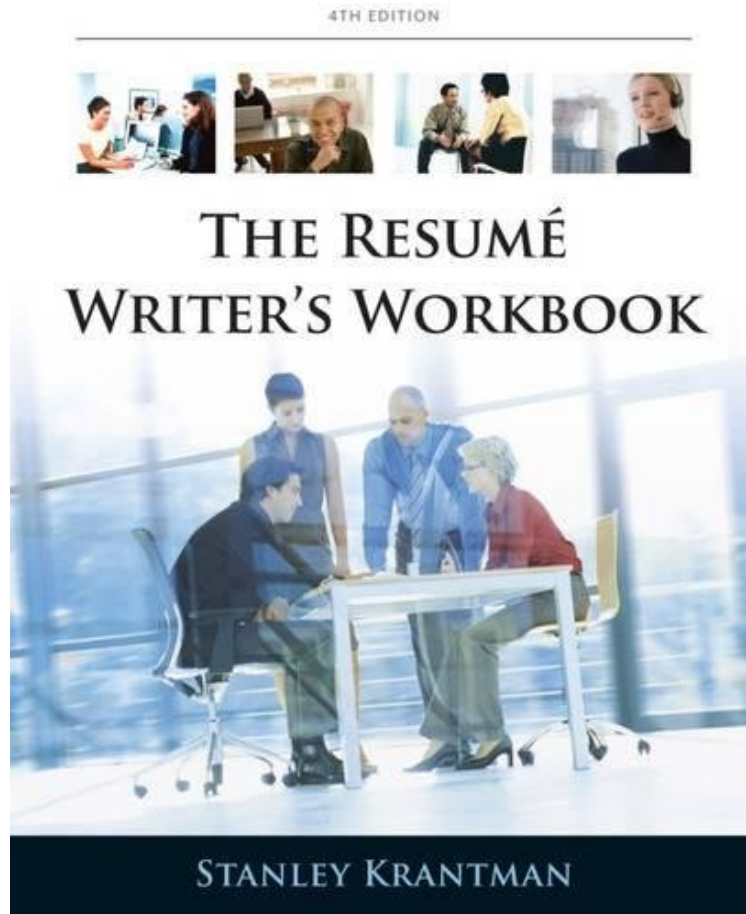


(Ebook free) Resume Writers Workbook: Marketing yourself Throughout the Job Search Process

# Resume Writers Workbook: Marketing yourself Throughout the Job Search Process

*Stanley Krantman*

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THE RESUME WRITER'S WORKBOOK, 4TH EDITION is an easy to understand text that provides step-by-step guidance on creating outstanding resumes and preparing for the entire job search process. It helps students develop a solid plan to market themselves to potential employers, teaches them how to write effective and eye-catching cover letters, and includes comprehensive coverage about searching for jobs online.

"The 'Success Story' section [a new feature] is very useful. My students seem to retain information better when there is a clear example given. In addition, I feel that it is inspiring to see that someone has had a success story, and it encourages students to keep going in this tough job market." "The examples and explanations [in the new edition] are clearer for both the instructor and students to fully understand the main concept and expectation of a job seeker." About the Author While working on his Masters in Advertising at Northwestern University's Medill School of Journalism, Stanley Krantman created a unique style of resume--incorporating rudimentary principles of marketing to the art of resume writing. Mr. Krantman believes that a resume should be viewed as a marketing document, advertising the talents of the prospective employee. A resume based on this approach will emphasize marketing fundamentals such as "consumer benefits," rather than merely provide a bland summary of work experience. His innovative approach helps job searchers create customized, top-notch resumes and develop an overall confidence that paves the way for success in the job search market. Mr. Krantman's resume style was tested repeatedly while he ran Capital Writers, a successful resume company based in St. Louis. Besides working and lecturing in the field of job search, Mr. Krantman worked in the entertainment industry in Los Angeles both in Publicity and Marketing as well as being a screenwriting and script doctor for major feature film companies.