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Better Resumes for Sales and Marketing Personnel

Adele Lewis, Gene Corwin

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Adele Lewis, Gene Corwin : Better Resumes for Sales and Marketing Personnel before purchasing it in order to gauge whether or not it would be worth my time, and all praised Better Resumes for Sales and Marketing Personnel:

3 of 3 people found the following review helpful. A traditional approach with valuable insightBy Timothy WalkerIt is obvious that anyone who wants to work in sales or marketing should have a superb resume... after all, if you can't sell yourself to an employer, how could you possibly sell their products or services? Thankfully, books like this one exist... you provide the coal (your education and experience), and Lewis and Corwin will fashion it into a diamond (one gem of a resume!).The first 80 pages of the book are packed with excellent advice on resume and cover letter writing, interviewing, and job hunting. Some of their methods are unfashionable in the current job marketplace (they focus strictly on the chronological resume format, for example, and always include a "references available" statement), but

it's generally a bad idea for anyone new to anything to break with tradition. The rest of the book contains 100 sample resumes, nicely categorized by market segment and job description. Bottom line: if you're looking for a job in sales, marketing, or management, then you can't afford to miss this book.

Here are attractive resume formats you can set up with any word processor. Whether you're just starting out or seeking a new position, this revised guide presents dozens of sample resumes and gives you model cover letters that you can adapt to fit your own career profile. The book also offers helpful tips on job hunting and the interview process.