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Pitch Yourself: The most effective CV youll ever write. Stand out and sell yourself (2nd Edition)

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Bill Faust, Michael Faust : Pitch Yourself: The most effective CV youll ever write. Stand out and sell yourself (2nd Edition) before purchasing it in order to gage whether or not it would be worth my time, and all praised Pitch Yourself: The most effective CV youll ever write. Stand out and sell yourself (2nd Edition):

The traditional CV is dead. Discover how to write your CV in the new way - the way that careers advisors, leading recruiters and business schools say works. Learn how to sell yourself instead of documenting your career history give yourself the ultimate jobsearch advantage - learn how to Pitch Yourself in your CV and in interviews. This is the new edition of the CV book endorsed by over 40 leading business schools and universities.

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From the Back Cover [Back cover] "Clear, concise and compelling Pitch Yourself drags the traditional CV kicking and screaming into the 21st century. Its essential reading. Harvey Nash/FirstPersonGlobal "A CV revolution. Its guaranteed to land you that interview. Cosmopolitan "Not only a way to live with competencies in recruitment but also a way for candidates to make the best of them in attempting to secure a job. Financial Times "One of the best investments that you could make in your career progression." Graham Hastie, London Business School Pitch Yourself will transform the way you sell yourself. Its a step-by-step practical guide that helps you work out what makes you different and develops this into your unique pitch the basis of the best CV youll ever write and the best interview youll ever give. Pitch Yourself shows you how to: Answer the employers most important question What do you offer us? Differentiate yourself at every step of the recruitment process, including the application stage, in order to get you short listed Prioritise who you are and how you work - these are the qualities you are employed for Prove you are the best person for the job by showcasing your benefit to your next employer Move your focus from your past to your future performance, and from your perspective to your employers perspective, enabling you to speak their language Get the job you really want Pitch Yourself is internationally acclaimed and endorsed by many of the worlds leading universities and business schools. It talks the language of recruiters and employers and its proven to work. [front flap] A straightforward, clear and concise read. Not only do you gain a true insight into your capabilities, but also you gain an effective format that will work for both you and your potential employer." London Evening Standard CVs are a two dimensional representation. Pitch Yourself transforms this representation into a three dimensional, holistic person whom a recruiter can see working within their organisation. Anna Keelan, Tanaka Business School, Imperial College, London, UK A truly unique way to differentiate oneself on a hiring manager's desk. Roxanne Hori, MBA Director NW University, Kellogg School of Management, US . written in a language employers understand and is proven to work The Guardian [back flap] About the authors Michael Faust and Bill Faust brought over 30 years of senior marketing experience with blue chip organisations to the world of recruitment and have dragged it into the 21st century, getting under the skin of how to develop and manage ones career. The result is this internationally acclaimed book. Bill criss-crosses the world as a guest speaker on Pitch Yourself at many of the leading business schools across the world. He has lived and worked in London, Paris, Istanbul and Sydney for companies such as a GE Capital to Bates Advertising Agency Group in senior marketing roles. Michael is realising his dream, having been an entrepreneur trapped in a corporate body, and is now a co-founder of a franchised training company, OurOdyssey, with global aspirations. Previously he has led major change initiatives, was the MD of the UKs largest independent travel agency, held influential positions across the European dotcom market and worked in both advertising agencies and client companies from Saatchi Saatchi to Dell. About the Author Bill Faust has 14 years experience in delivering high-level integrated, marketing campaigns, for a range of blue chip companies including GE Capital, Campbells, News Ltd, Bayard Presse and BT. This has taken Bill across the world from London, Paris, Istanbul to Sydney. And back. Michael Faust has had a top flight management, advertising and marketing career. Most recently Michael was the Managing Director of Travelcare, the UKs largest independent travel agency . Prior to this he has held influential positions as the European Marketing Director of LetsBuyIt.com as well as a number of strategic consultancy roles across the European dotcom market. Over the last fifteen years Michael has worked in both advertising agencies and client companies from Saatchi and Saatchi to Dell.