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Brandon K Trew

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2 of 2 people found the following review helpful. Must read By Krystal C. Great advice fun to read! I've interviewed

over 200 people for jobs at Fortune 500 companies, and completely agree with the advice in this book. Any candidate who took even half the things recommended would definitely stand out from the crowd. The author also breaks the advice down into easy, practical steps so readers won't get overwhelmed with preparing to make the best impression possible. 0 of 0 people found the following review helpful. Excellent Resource for Job Searching Candidates
By jeanne rich
This book is a must-read before starting your job search. Brandon is clear and concise in his delivery. He does a fantastic job of highlighting the need to research the company and position. He also gives very clear and practical instruction for job seekers on how to tailor your resume and cover letter to a specific position-- instead of relying on a generic deliverable. The book is easy to read and is a great resource for any job seeker. 0 of 0 people found the following review helpful. Much like the guidance he seeks to provide - clear, concise and with a lightning bolt
By Kate S Laing
I have been involved in recruitment for both graduate and experienced-hires and several times I've seen potentially good candidates submit a poor CV. The impression we get as a recruiter is the candidate doesn't get it, get us, or really get themselves. This is straightforward advice, the message is clear and it is easy reading. I recommend it.

Want the secret to getting hired? 1) Stop unknowingly under-selling yourself with a half-a**ed resume: The majority of candidates don't realize they are doing it all wrong their resume tells the story of a person half as qualified, half as interesting, and half as well suited to the role at hand as they really are. Learn how to tell a compelling story of your life identify and demonstrate uniquely valuable skills and traits, and above all a perfect fit for the company and job to which you're applying. Stand out of the crowd with this pragmatic step-by-step job application guide You shouldn't have to read a 400-page tome to write a 2-page resume. Follow this series of punchy activities, questions and tools to help you think through what makes you uniquely hireable and to present yourself in the light you deserve. 2) Focus on Tangible outputs. By the end of this book, you'll have created: A compelling and coherently powerful story based on your unique set of personal assets and experiences. A standout resume that demands the attention and consideration of recruiters. A personal elevator pitch and cover letter that crystalizes your value and your ideal fit into your dream-company and role. A map of the perfect channels to get your resume into the hands of someone who matters, and ensure an invitation to that all-important interview. Why Should you believe me? In my time at McKinsey, Oxford and most recently Google, I have personally assessed multitudes of candidates across classic big-3-type consulting, tech strategy and product manager interviews. I have participated in hiring committee review discussions of hundreds of candidates and I have trained hundreds more in 1:1 and group settings. I have seen candidates both great and terrible, but those that stand out most starkly in my mind, and the vast majority of that I've seen, are the woefully underprepared. Let me show you how to avoid the same traps that I've seen dozens of other great candidates succumb to.