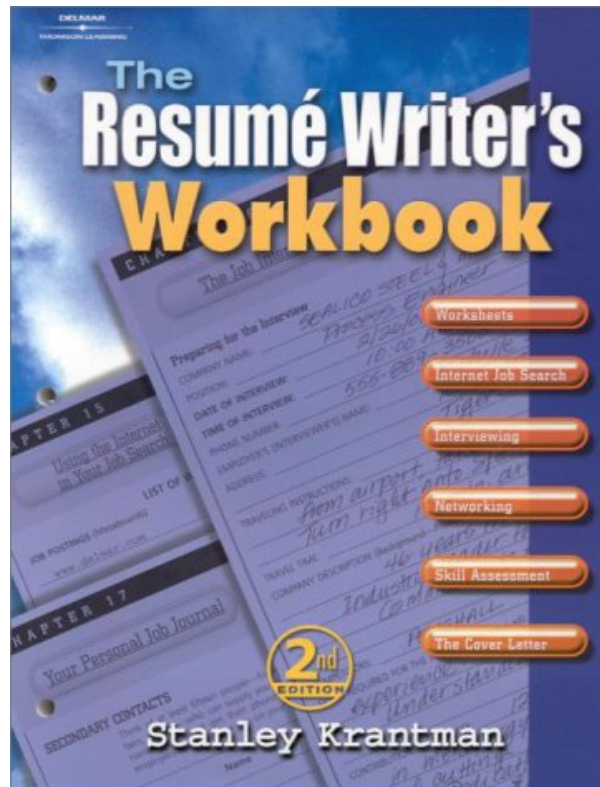
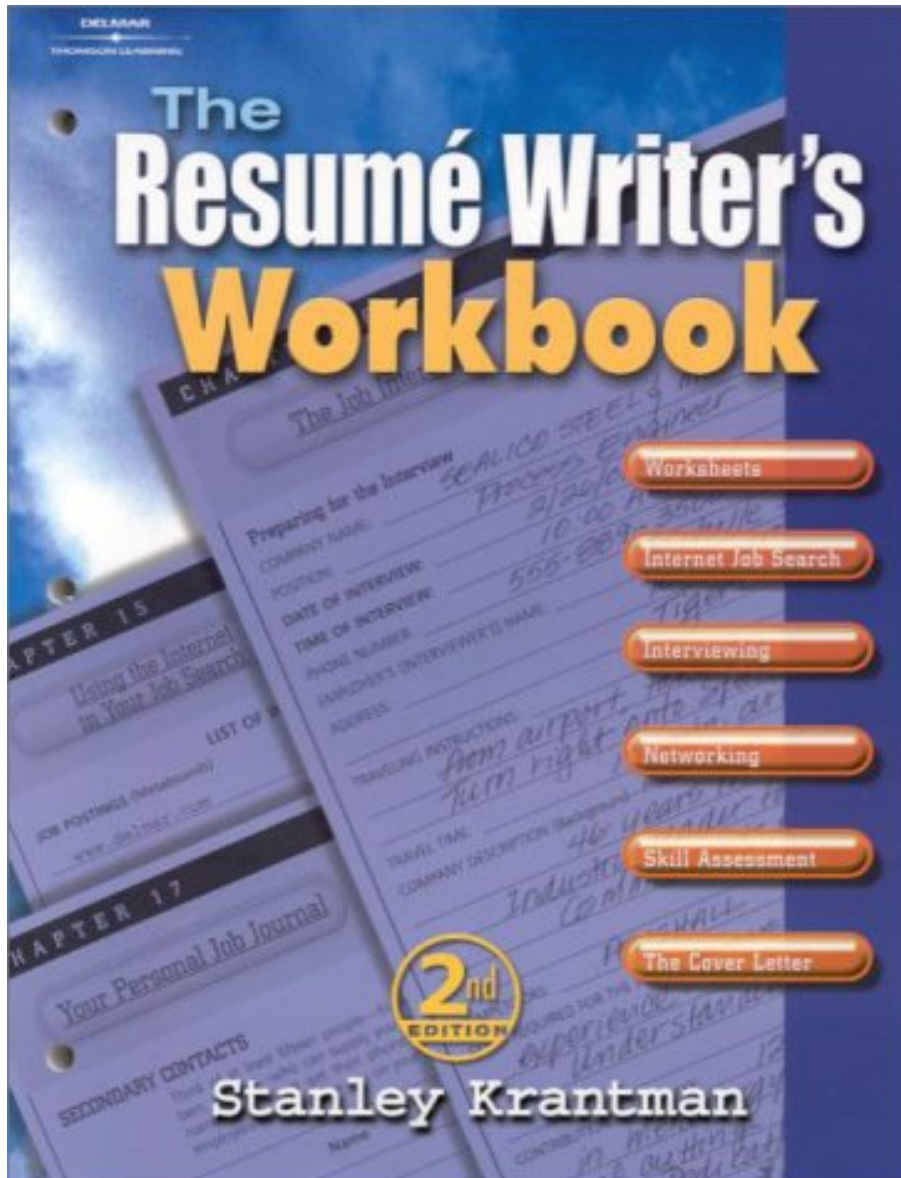


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About the Author

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.

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This comprehensive text is an all-inclusive job search handbook addressing all areas of the job search in an easy-to-read style. Included are exercises to help students assess their skills and focus on career objectives. In addition, students are taught how to write an effective cover letter. This handy text provides all the information students need to make the transition from school to the workplace.

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Excellent book!

By Beth Sullivan

Krantman's Resume Writer's Workbook is great! It makes me wish that I would have had the book when I was looking for my first job. It would have saved me the money I spent having someone else help me write my resume--and it would have been a better resume, too! I like the structure and step-by-step instructions. The worksheets are comprehensive and seem to ask just the right questions. The details on how to write cover letters and resumes (right down to the font size to use) tell me the kind of things I need to know. Not

being particularly computer literate, I really like the way he explained using the internet to post my resume. My husband, a professor at a local college, even says that he's going to suggest it to his students.

2 of 3 people found the following review helpful.

success in a handbook

By A Customer

As a senior at NYU, the daunting task of writing a strong and well organized resume was dawning upon me. Thankfully, I fell across "The Resume Writer's Workbook" which is designed not only as a book with helpful tips to perk a mediocre resume and constuct a professional and convincing resume that you will feel confident to send out, but also breaks down the process of creating a resume by giving you hands on experience through wroksheets. The workbook has been the most valuable lesson I have thus far learned and has made the transition of my education into the professional world easy and clear. I don't think I would have been able to not only create a strong resume describing my attributes and experiences, but also feel fully confident that is it the best projection of my skills and passions. Anyone planning on writing a resume should get this book. It will provide anyone with clear hands-on expereince of writing that piece of paper that can get you your dream job. Gali Wexler NYU

0 of 0 people found the following review helpful.

awsomely helpful!

By My light

As a librarian going back into the field after quite a few years of raising a family, this book gave me the confidence to restructure my resume in a format to fit my present situation. Having come from overseas, with no clue how to write a suitable resume, this book outlined the two basic, most effective ways to write a resume and then "held my hand" and walked me through the steps to get there. It went further, discussing the details, in a very practical way, how to prepare for an interview and what to say and not to say, in order to get yourself hired. After rewriting my resume according to the suggestions in this book, I was successful in procuring the first job that I applied for. What better recommendation!

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