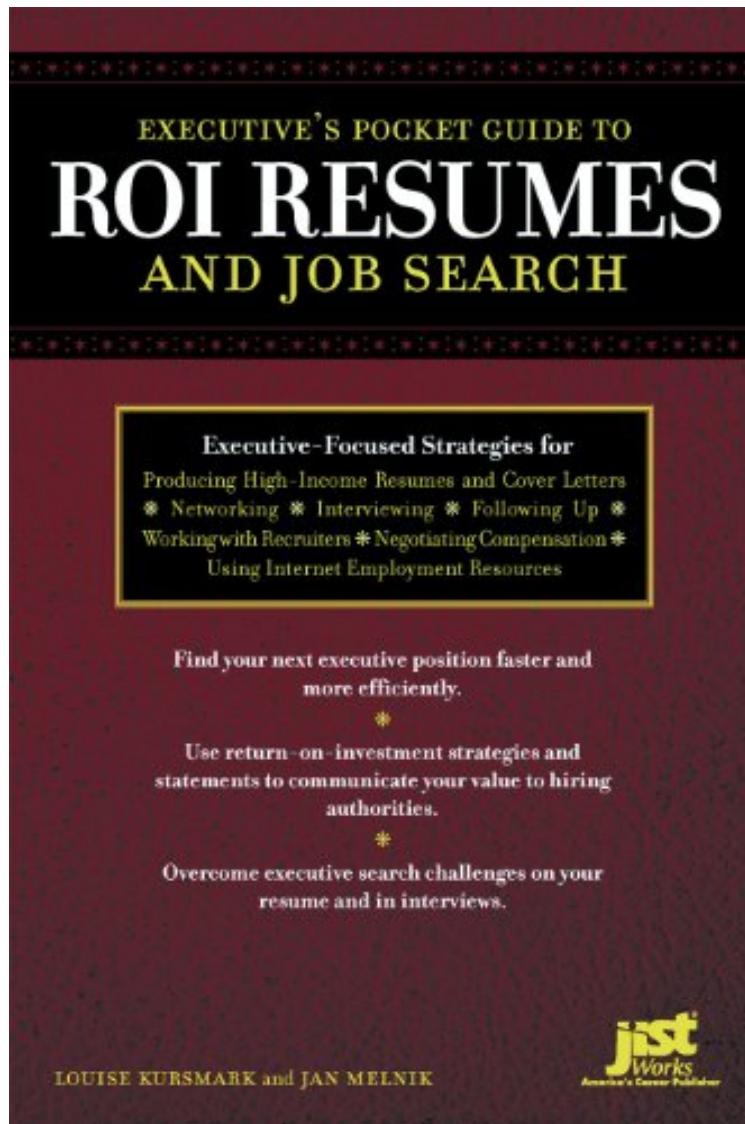


## Executive's Pocket Guide to Roi Resumes And Job Search

*Louise Kursmark, Jan Melnik*

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**Louise Kursmark, Jan Melnik : Executive's Pocket Guide to Roi Resumes And Job Search** before purchasing it in order to gage whether or not it would be worth my time, and all praised Executive's Pocket Guide to Roi Resumes And Job Search:

0 of 0 people found the following review helpful. If you need to rewrite or start a job search, this is a good book. By I am Mike Resumes are hell to write to begin with. Great concepts, but I wonder who gets the jobs these days 8 of 8 people found the following review helpful. Excellent executive resource By M. Gondek This compact guide provides an

invaluable resource for executives looking to make a professional move. The writing is concise and impactful, and assumes an executive-level of knowledge and experience (no dumbed-down dummies stuff here). There's very little chaff to waste your time, as the authors get right down to the business of laying out your job search strategy, establishing your ROI stories, and crafting your resume, cover letters, and other documents. Tactics and techniques are clearly spelled out, with straight-forward explanations of tactic ROI where valuable. Chapters include: 1. Executive Resumes and Job Search - This chapter is about metrics. What strategies work best, how to allocate your job-search time for maximum ROI, and how to analyze your progress to keep moving forward. 2. Develop ROI Content for Your Career Marketing Documents and Messages - Identifying your value stories, creating high-impact content for your resume, putting it together. 3. Executive Resume Writing Challenges - Drafting your resume, how to work with special cases (incomplete education, work gaps, etc.), polishing. 4. Additional ROI Documents - Weaving your stories into cover letters, elevator speeches, networking scripts, even business cards, bios, and emails. Also includes a section on how to put all your documents to use. 5. Successful Transition Stories - Case studies of five career changers, including before-and-after resumes with critiques. 6. Gallery of Executive Career Documents - samples to get you thinking. 7. Appendix: Additional Executive Resources - some very helpful resources such as career coaches, executive resume writers, and job boards. Overall, this book is a tremendous value for the price. It has motivated, energized, and re-directed my job search. I'm looking forward to completing a successful transition with this book as a guide. UPDATE from August 2009: It worked like a charm. With my newly-minted resume, cover letter, and strategy, I found my ideal job within a few months. I've since referred several friends and colleagues to this book, and gotten good feedback. I need to buy a new copy, though, since I loaned mine out and it never came back!

The most effective ways for executives to find high-level positions, with emphasis on creating a resume that demonstrates value.

"A concise, practical, and well-thought-out approach that will resonate with executives. It is high on our list of recommended resources." -- Thomas A. Gilman, President and Chief Executive Officer, Baldwin Gilman LLC, Search and Recruiting Professionals  
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"This book innovates the use of ROI, which should become the standard for industry." -- John Ranelli, former Chairman, President, and CEO, FGX International (FosterGrant, Magnivision)  
About the Author  
Louise Kursmark, co-author of the Expert Resumes series, is president and founder of Best Impression Career Services, Inc. in Cincinnati, Ohio. Best Impression is a company specializing in resumes and job search strategies for sales, marketing, and executive clients worldwide. She has been writing resumes and helping people find jobs since 1982. Jan Melnik, author of One-Hour College Application Essay, is the president of Absolute Advantage, a career management, resume-writing, and job-search coaching practice she founded in Connecticut 23 years ago. Her slogan is, "Be inspired. It's your career. It's your life."