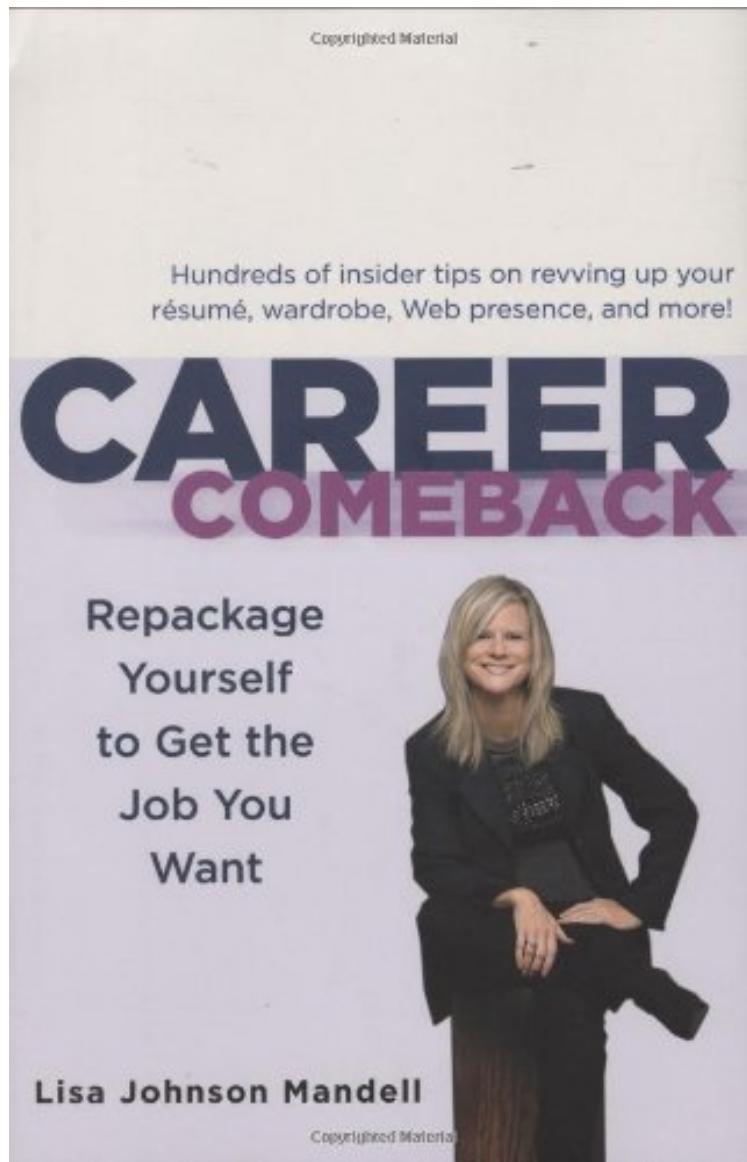


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helpful. Valuable InvestmentBy Rita SandsI had the privilege to receive a copy of Lisa's book to help me in my job search. What helped me tremendously was the section she calls "botoxing your resume." I had paid a well-known job search company a significant amount of money to write my resume -- I received no call backs for interviews using that resume. But, with Lisa's advice I redesigned my resume and I started getting calls. In fact, I was told by a recruiter that I had an EXCELLENT resume. The other pieces of advice that helped were the suggestions about ATTITUDE, such as interviewing like a "rock star" and "looking the part." Being out of work is overwhelming and at times demoralizing, but Lisa's encouraging advice made a tremendous difference. I could not afford to let my emotions negatively influence a potential employer -- or my motivation to find the RIGHT job. She reminded me that if I didn't behave like a dynamic professional...why would anyone believe me? Career Comeback also helped to reinforce that I was also doing some things right -- and helped to show me many ways I could do them better. I kept Lisa's book closeby and reread sections again and again as I went through my job search -- I call her my personal job coach. I would greatly recommend this book to anyone in today's challenging job market -- and even to those who are not in the job market but want to remain viable. The job market has changed dramatically in the last few years, and Lisa provides a lot of advice so professionals can remain competitive.

Unfortunately, getting older can be a career killer. That's what entertainment journalist Lisa Johnson Mandell discovered when she sent out a resume that made her sound like an aged veteran. Her new career makeover guide--expanded from the Wall Street Journal article about revamping her "older" image to land her dream job--acknowledges that experience matters, but looking and acting up-to-date matter just as much. Mandell provides ten strategies for putting a youthful spin on resumes, Web pages, and personal presentation. Looking young and staying technologically current is crucial to competing in an increasingly tough job market. CAREER COMEBACK offers the ultimate makeover to-do list: From "botoxing" your resume by deleting dates and early jobs, tech-savvy tricks for starting and improving your website or blog and online networking, to updating your wardrobe, Mandell shares the secrets that will get mid-career job seekers noticed and on the payroll.

About the AuthorLisa Johnson Mandell is an award-winning entertainment reporter and film critic who gives daily reports on 16 Entercom radio stations and runs Filmazing.com. She has appeared on news and talk shows including NBC's Today Show, CBS's The Early Show, Dr. Phil, Inside Edition, CNBC, CNN, Rachael Ray, Fox News, and others. Her work has been featured in The New York Times, The Wall Street Journal, Mademoiselle, Forbes, and on the AP Wire service. She is a popular lecturer at The Learning Annex. She is the author of the tongue-in-cheek book How to Snare A Millionaire (St. Martin's Press) and is co-author with Patti Stanger of Become Your Own Matchmaker (Atria, January '09).