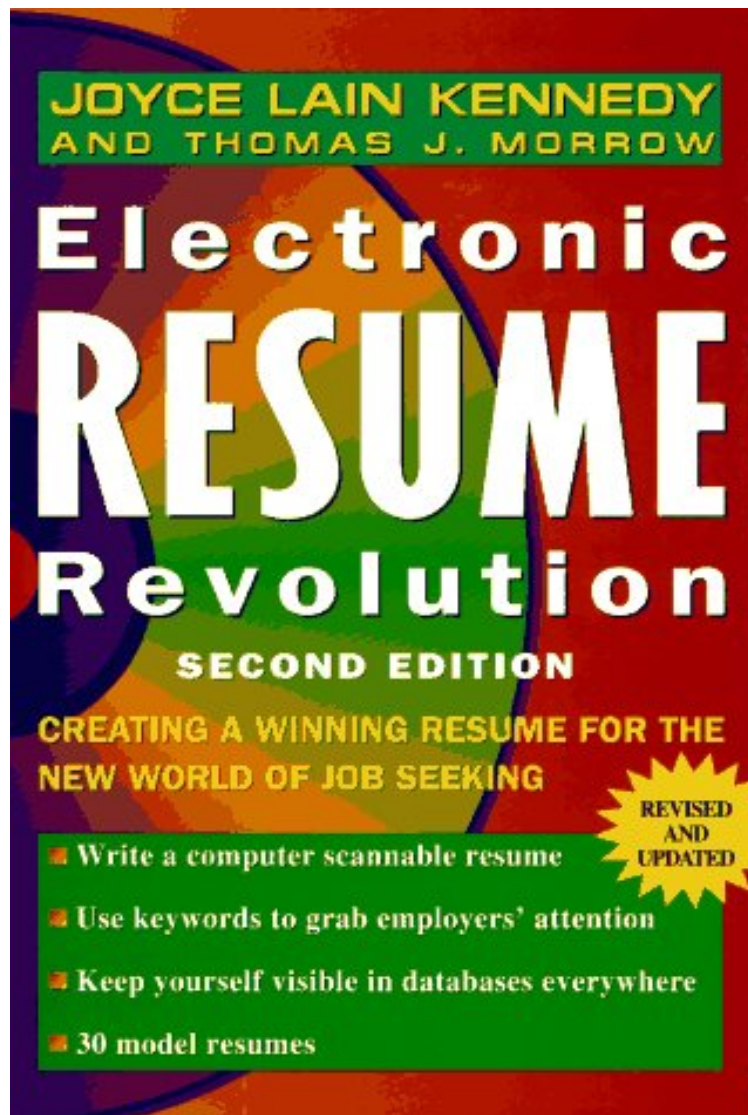


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Electronic Resume Revolution: Creating a Winning Resume for the New World of Job Seeking

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Joyce Lain Kennedy, Thomas J. Morrow : **Electronic Resume Revolution: Creating a Winning Resume for the New World of Job Seeking** before purchasing it in order to gage whether or not it would be worth my time, and all praised Electronic Resume Revolution: Creating a Winning Resume for the New World of Job Seeking:

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D. Smith (gncsmith@erols.com) I strongly recommend this book to everyone looking for any type of job in today's job market. Regardless of your circumstance or situation, this book will grab your attention and introduce you to the concept of the "online resume". The authors do an excellent job of giving the reader strong examples of how more and more companies are using computer technology to screen applicants for available positions by scanning for "keywords" throughout an individual's resume, and why tailoring one's resume to that technology is crucial for success. Using examples obtained from professional personnel managers and recruiters, the authors convincingly prove their case that an applicant must adapt to the world of jobseeking in the technological resume age and forget about the old resume norms. Writing in plain English, the authors state their case quickly then proceed to likewise prove it. Furthermore, they provide the reader with a cornucopia of resume styles and formats. They even give helpful hints on overcoming past employment difficulties such as prolonged unemployment and how to use existing experience in an unrelated field to one's advantage when looking to change careers. This book will give anyone looking for their first job or looking to change careers a leg up on the competition in today's cutthroat world of job searching.

Describes how to summarize and highlight measurable accomplishments which will distinguish you from other applicants. Emphasizes the novelty of the electronic resume as a job tool that lists your job history, skills, and employment aspirations all in a convenient computer-based format which can match the right applicant to the right employer. Demonstrates how to alter the basic resume for different job descriptions. This edition updates all relevant areas including scanners and OCR systems and contains 50 super resumes with specific topics.

From Library Journal Is there anything new that can possibly be written on the topic of job search and resume writing? In the case of Kennedy and Morrow's companion books, the answer is a resounding "Yes." These works provide detailed descriptions of the role high technology is playing in recruitment and the job search. In *Job-Search Revolution*, the authors discuss in readable and nontechnical terms such topics as on-line help-wanted ads, database resume services, automated applicant tracking systems, electronic employer databases and research service bureaus, and computerized and telephone job-search systems. *Resume Revolution* is primarily devoted to resume construction, with emphasis on the use of concise and readily recognizable keywords. The book closes with one brief example of tomorrow's "bridge technology"--the video resume interview. The authors appropriately emphasize that such electronic methods supplement rather than replace such traditional and interpersonal job-search strategies as information interviewing, networking, and one-on-one interviewing. Nonetheless, those involved in today's increasingly competitive job market who fail to utilize every resource available to them operate at a decided disadvantage. These books can be of great value to the 1994 job hunter. Well recommended for career and business sections. - Alan Farber, Northern Illinois Univ., Dekalb Copyright 1994 Reed Business Information, Inc. From the Publisher Describes how to summarize and highlight measurable accomplishments which will distinguish you from other applicants. Emphasizes the novelty of the electronic resume as a job tool that lists your job history, skills, and employment aspirations--all in a convenient computer-based format which can match the right applicant to the right employer. Demonstrates how to alter the basic resume for different job descriptions. This edition updates all relevant areas including scanners and OCR systems and contains 50 super resumes with specific topics. About the Author JOYCE LAIN KENNEDY is North America's foremost careers columnist (Los Angeles Times Syndicate). Her column appears in more than 100 daily newspapers. She is the author of *Hook Up, Get Hired!* and senior author of *Electronic Job Search Revolution*. Thomas J. Morrow, PhD, is an award-winning writer, columnist, and business editor of a daily newspaper.