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Career Essentials: The Cover Letter

Dale Mayer

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Career Essentials: The Cover Letter Dale Mayer
Today's economy leaves little room for second chances in the job market. Hiring managers are swamped with applications. What are you doing to rise to the top of the pile and get noticed? If it isn't creating a cover letter driven by facts and filled with punch, you aren't doing enough.

The cover letter is often overlooked as a key marketing tool - the perfect introduction. It can be blank and uninteresting or it can offer the potential employer exactly what they are seeking. Don't overlook this simple step that can improve your chances over other candidates. This book walks you through the various elements of a good cover letter, taking you through each step with plenty of examples to show exactly what you need to know to create the best cover letter over and over again. Make yours the one that brings the light of relief into the recruiter's eye as they see the perfect candidate.

At just over a hundred pages, this concise, easy to read guide is full of professional information that will make your job search take off.

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