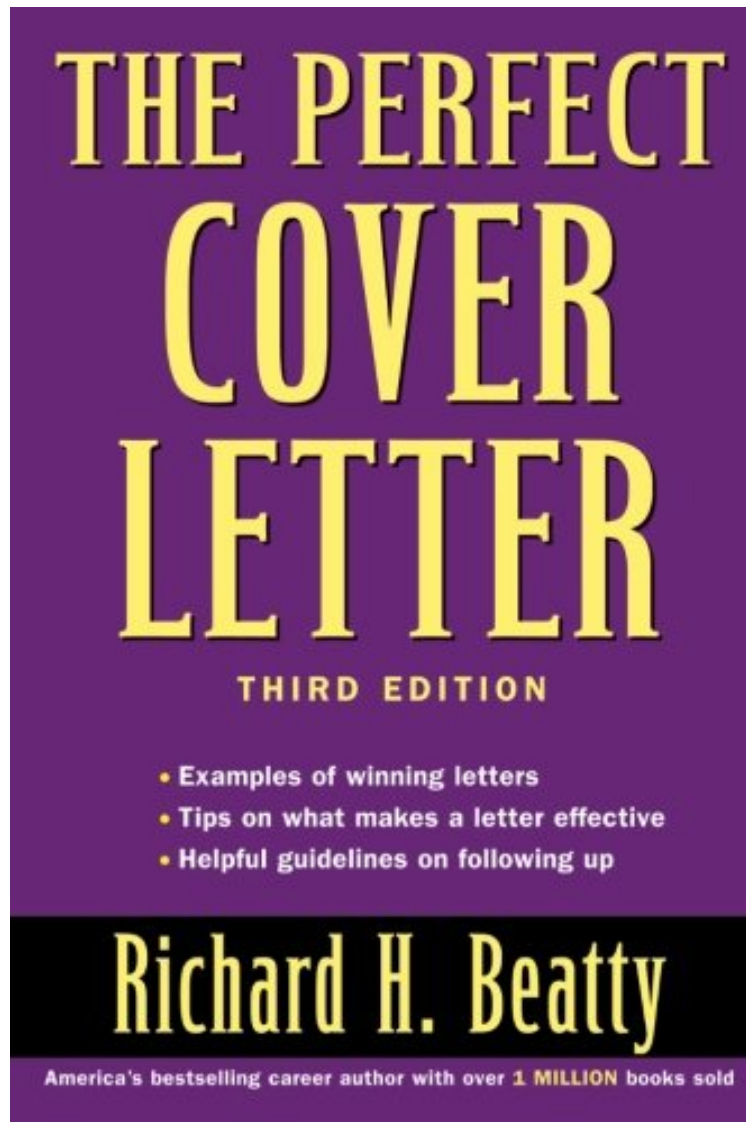


The Perfect Cover Letter

Richard H. Beatty

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Richard H. Beatty : The Perfect Cover Letter before purchasing it in order to gage whether or not it would be worth my time, and all praised The Perfect Cover Letter:

0 of 0 people found the following review helpful. Five StarsBy LAJIBAMGreat!6 of 6 people found the following review helpful. GreatBy Shirley HerculesI found the book to be clear, concise, and well written. It addresses key

points to cover letter writing, and illustrates them with examples. It is an excellent guide for those who have an employment history. However, it does not address the needs of recent college graduates who are looking for their first job. I am assuming that this need would be covered by another publication. This omission does not detract from its usefulness to the intended audience. 1 of 1 people found the following review helpful. for professionals with experience
By Dawn Carey I saw other people complaining about the content. I personally thought the book ROCKED, except I do agree that it is not for those who are going from college with little or no exp. to a full time position. This book had great examples of networking letters, advice seeking letters, resume letters, and of course excellent advice on cover letters. It gave clear step by step instructions with examples on how to match your cover letter to the job offer. Sounds simple, but a lot of other books miss it.

Write the perfect cover letter every time! With fewer job opportunities and more applicants, just being qualified isn't enough to get the job you want. So how can you separate yourself from the pack? With the perfect cover letter, of course! With so much riding on it, a cover letter that attracts and holds the attention of your prospective employer is essential. This practical how-to manual shows you step by step how to create highly effective letters designed to get the interview you want. The Perfect Cover Letter, Third Edition is an indispensable guide that covers all the vital elements of a great cover letter, so you know what to include and know how to phrase it. Inside you'll find: * The nuts and bolts of every type of cover letter-what they should include, how employers use them, and how to write them * Great sample cover letters, including general broadcast, executive search, networking, advertisement response, and personal introduction * Tips on what makes a letter effective-and what doesn't * Helpful guidelines on following up-writing the post-interview thank you letter With greatly expanded information on thank you letters and an entirely new chapter on the all-important networking cover letter, this update of the popular classic continues to offer top-notch advice and high-quality samples that will help any job hunter get the attention they deserve.

From the Back Cover Write the perfect cover letter every time! With fewer job opportunities and more applicants, just being qualified isn't enough to get the job you want. So how can you separate yourself from the pack? With the perfect cover letter, of course! With so much riding on it, a cover letter that attracts and holds the attention of your prospective employer is essential. This practical how-to manual shows you step by step how to create highly effective letters designed to get the interview you want. The Perfect Cover Letter, Third Edition is an indispensable guide that covers all the vital elements of a great cover letter, so you know what to include and know how to phrase it. Inside you'll find: The nuts and bolts of every type of cover letter-what they should include, how employers use them, and how to write them Great sample cover letters, including general broadcast, executive search, networking, advertisement response, and personal introduction Tips on what makes a letter effective and what doesn't Helpful guidelines on following up-writing the post-interview thank you letter With greatly expanded information on thank you letters and an entirely new chapter on the all-important networking cover letter, this update of the popular classic continues to offer top-notch advice and high-quality samples that will help any job hunter get the attention they deserve. About the Author RICHARD H. BEATTY is President and CEO of Brandywine Consulting Group, a leading executive search and outplacement firm. His bestselling career guides have sold over one million copies and include The Resume Kit, The Five-Minute Interview, 175 High-Impact Cover Letters, 175 High-Impact Resumes, How to Write a Resume if You Didn't Go to College, and The Interview Kit, all available from Wiley.