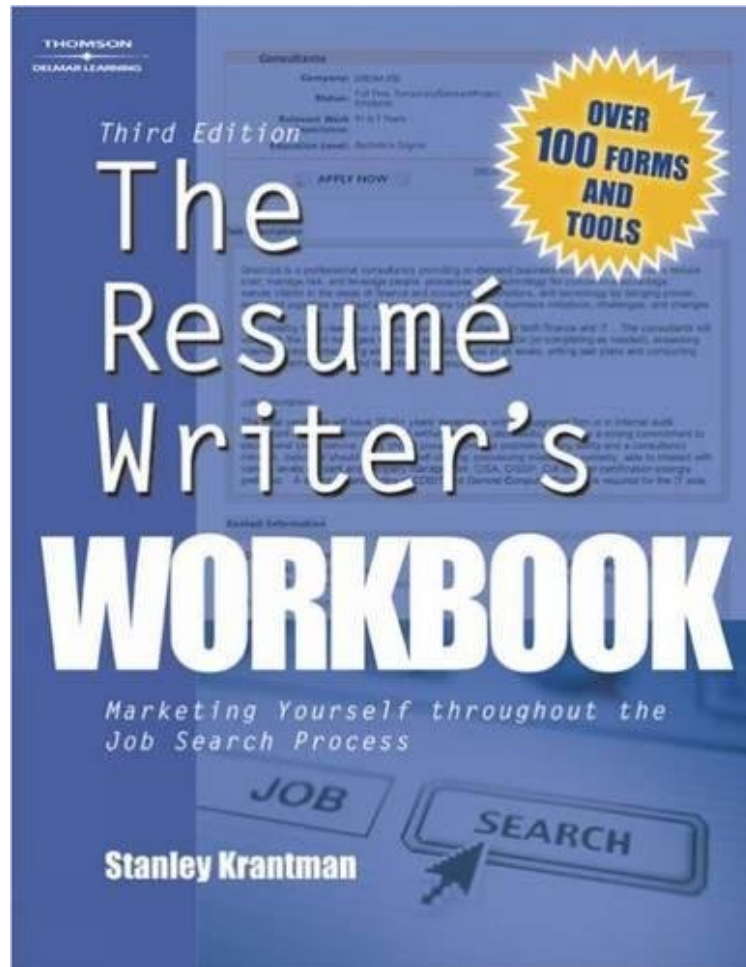


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Written in a simple and easy to understand format, the Resume Writer's Workbook, third edition will guide the student step by step in preparing an outstanding resume. It will also help them develop a solid plan to market themselves to potential employers, and show them how to prepare and ace interviews.

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About the Author
While working on his Masters in Advertising at Northwestern University's Medill School of Journalism, Stanley Krantman created a unique style of resume--incorporating rudimentary principles of marketing to the art of resume writing. Mr. Krantman believes that a resume should be viewed as a marketing document, advertising the talents of the prospective employee. A resume based on this approach will emphasize marketing fundamentals such as "consumer benefits," rather than merely provide a bland summary of work experience. His innovative approach helps job searchers create customized, top-notch resumes and develop an overall confidence that paves the way for success in the job search market. Mr. Krantman's resume style was tested repeatedly while he ran Capital Writers, a successful resume company based in St. Louis. Besides working and lecturing in the field of job search, Mr. Krantman worked in the entertainment industry in Los Angeles both in Publicity and Marketing as well as being a screenwriting and script doctor for major feature film companies.