



Ultimate Cover Letters (Third Edition)

By Martin John Yate

Kogan Page Limited/Viva Books, 2012. Softcover. Book Condition: New. 3rd edition. What are employers looking for? How do you write a great letter anyway? In the competitive world of job-hunting, everything depends on first impressions. Ultimate Cover Letters, by the best-selling author and career expert Martin John Yate, will teach you how to write cover letters and e-mails with ?wow? Including advice on assembling the letter, key power phrases and hundreds of examples for each industry and level of seniority, it shows you how to: ? respond via e-mail to online advertisements ? use your CV and cover letter in your plan of attack ? Produce application letters for advertised vacancies ? write follow up and networking letters ? construct acceptance and resignation letters ? use social networking to find and create leads Along with a new chapter on how to develop your professional image and put this across on the page, this third edition will help you to identify your competitive advantage and see your prospective employer as a customer. With our winning formula, you can provide a solution to their problems, double your chance of success and beat the competition. Contents: Read this first: ? Cover letters: the...



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