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Nota di contenuto	Contents at a Glance; Table of Contents; Introduction; About This Book; Foolish Assumptions; Icons Used in This Book; Beyond the Book; Where to Go from Here; Your Treasure Hunt Begins; Part I: New Tools for New Times; Chapter 1: Best Messages: Land Jobs and Leap Ahead; A Brief Kaleidoscope of Letter Types; Digital Is Destiny; Memorable Job Search Letters; Why Job Letters Are the Future; Chapter 2: Mobile Meets Job Search; The FAQs of Mobile Job Search; Who Mobile Benefits Most; What Mobile Offers Everyone; Say Hello to Job Search Apps; Greet Mobile Company Job Pages Consider These Message Tips Check Out Sample Mobile Messages; Mobile Job Search in the Digital Age; Chapter 3: Newcomer Letters that Persuade; 13 Messages to Outrun Rivals; More Cool Job Letters Ahead; Part II: Essential Job Search Letters; Chapter 4: Job Ad Reply Letters and Notes; Watching for Smooth Moves; Making Contact with Cover Notes; Feasting Your Eyes; Chapter 5: Getting Help: Networking Letters; Zooming In on Purposeful Networking; Finding the Best Places to Network; Networking Letters to Note; Help on the Way - Samples Ahead; Chapter 6: Prospecting Letters Pitch with Immediate Promise Send Digital Mail or Postal Mail?; Techniques to Tap; On with the Letters!; Chapter 7: After-Interview Letters; Great Reasons to Write After Interview; Tackling the Mechanics

of Your Letter; Letters to Lift You Above the Crowd; See Samples That Jell the Sell!; Part III: Creative Fresh Messages; Chapter 8: Social Media Messages; Social Media Is a Tool You Can Learn; Meet Three Big Social Players; Suggestions for Social Searching; Short and Sweet Social Messages; "If You Don't Ask, You Don't Get"; Chapter 9: Branding Statements, Bios, Profiles, and Speeches Differing Points of View Buttoning Down Your Brand; Creating a Marvelous Bio; Aiming High with a Bio Flyer; Perfecting an Online Profile; Going Up in an Elevator Speech; Common Threads for Your Search; Chapter 10: Interview Leave-Behind Docs; A Leave-Behind Brings You to Mind; 15 Leave-Behind Topics to Remember; Writing Effective Leave-Behinds; Review Samples of Leave-Behinds; Chapter 11: References and Recommendations; Reference ABCs You Don't Want to Miss; With the Right References, You Rock!; Handle Reference Problems Skillfully; Put Time on Your Side Chapter 12: Online Portfolios, Prezis, and Videos Best Prospects for Telling Your Story; Rewards of Online Presentations; Attract Interest with a Work Portfolio; Electrify Employers with a Prezi; Video: Hiring Tool or Turnoff?; Virtual Job Search is Racing Ahead; Chapter 13: Getting Ahead in the Job You Have; Messages That Grow Your Career; Cover Your Bases with Workplace Docs; Part IV: Best Writing Elements; Chapter 14: Writing Your Way to a Job; Zooming In on the Basics; Advantages of Stand Out Letters; Disadvantages of Stand Out Letters; Unfreezing Writer's Block Ugly Typos, Sloppy Letters, Few Offers

Sommario/riassunto

New-style job messages that get you in the door and on your way up From sparkling cover letters to six-word bios, a fresh bevy of job search letters has grown powerfully useful for successful career communications. Job Search Letters For Dummies delivers the quality of New Era know-how you need right now to land good jobs and thrive. Whether you're a long-time professional or a recent college graduate - or somewhere in between - Job Search Letters For Dummies has you covered. Job Search Letters For Dummies covers the gamut of leading-edge topics, includin
