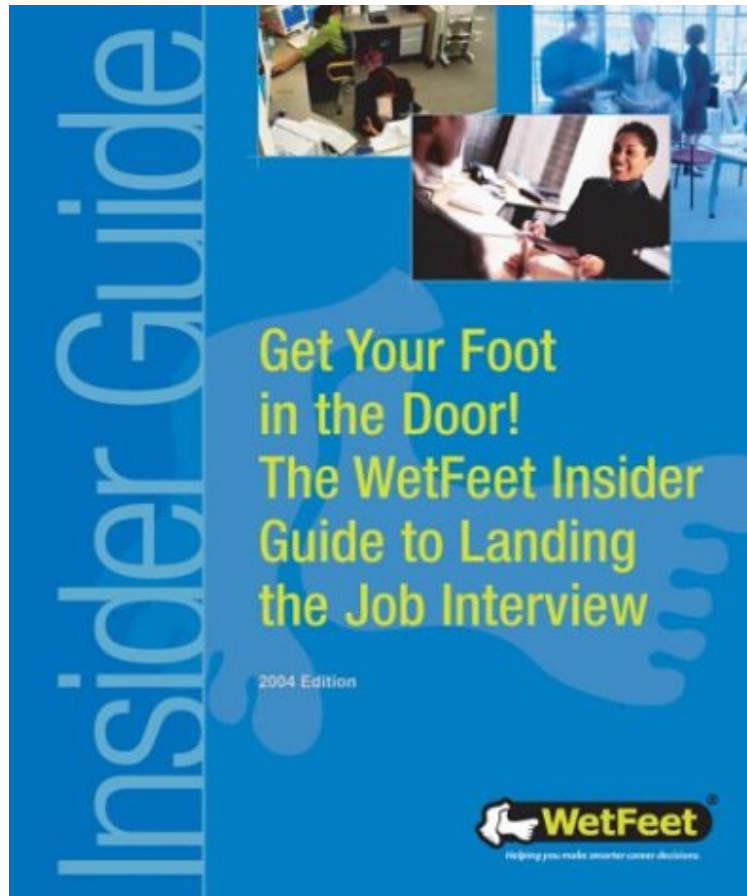


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Get Your Foot in the Door! The WetFeet Insider Guide to Landing the Job Interview

WetFeet

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I really got a lot out of this guide. It was clean, accessible, unintimidating, and extremely useful. The worksheets and cold-calling scripts were especially helpful. This guide is filled with great information helpful for and beyond your job search. I'm even looking into the other Wetfeet guides. An excellent buy!

This WetFeet Insider Guide was written exclusively for our readers by Robert A. Fish, founder of Right Management Consultants, the largest outplacement consulting firm in the U.S. In his extensive career in the recruiting and career management industries, Mr. Fish has counseled hundreds of leading executives of major corporations including Apple Computer, ATT, and IBM on career transition issues. This WetFeet Insider Guide will help you understand the importance of effective letter writing and communication campaigns in your job search. Writing a perfect resume and acing your interview aren't all you have to do to land the job you want. Effective use of communications is critical in persuading references to help you, in networking with the right people, in gaining access to decision makers in a company--not the HR folk--and in winning the respect and trust of employers, which can lead to jobs you didn't even know existed. Effective communications can be used regardless of your level or the industry you're working in. With plentiful examples, this guide will teach you all the steps you'll need to maximize your use of communications and get a leg up on the competition. In this groundbreaking report you'll learn: How effective communications will make you stand out from the crowd How to turn a turndown into an offer When to use letters, e-mail, and phone calls How to land an informational interview How to organize and write effective approach letters that intrigue potential employers How to make effective calls, leave concise voice messages, and deal with "the evil gatekeeper" Why sending a resume could actually undo all your hard work How to use follow-up letters to maximize your impact on a potential employer How to manage your references