

## REVIEW OF KEY POINTS

- A successful job search requires you, the applicant, to analyze your wants and qualifications, to assess the job market, and to market yourself. As the candidate, you should consider your personal and professional contact network as resources in your job search.
- Whether chronological, functional, or a combination of these two, résumés are summaries of your qualifications. A résumé should include identification, career objective, educational background, special skills, experience, and references.
- Scannable résumés enhance your chances of being selected when computers, using data tracking system, scan for specific keywords and nouns. Follow the formatting guidelines in this chapter for preparing a scannable résumé.
- When writing the application letter, briefly describe the purpose, highlight your most important qualifications, tell the employer why you should be considered, specify how your qualifications meet the particular employer's needs, ask for an interview, and give specific contact information.

### CASE 15.1

#### Tailoring Your Résumé

After working as an accountant for seven years, you decide to return to school. You are enrolled in college with a major in marketing and a minor in Spanish. You wish to find an internship with Duncan, Inc., because its international marketing to South American countries interests you.

1. What type of résumé would you choose to submit based on your lack of experience in the field?
2. What would you emphasize in your application letter to the company?

#### Internet Quest



#### Searching for Careers on the Internet

Searching for a new job? There are many exciting careers you can explore on the Internet. Check out Hotjobs.com and explore your options. You can research jobs by location, company, or job category. Go to [www.mhhe.com/cec9](http://www.mhhe.com/cec9).

#### Internet Quest



#### Writing Effective Résumés

Do you need help in jazzing up your résumé? Then check out the Career Resource Center offered by CareerMosaic and *Fortune* magazine. You'll find tips on writing effective résumés, cover letters, and thank-you letters. You'll also find samples of each, and you'll learn how to post your résumé online. Go to [www.mhhe.com/cec9](http://www.mhhe.com/cec9).

## CEC Online



Did you ever wonder what online help there is for writing a résumé? Visit [www.mhhe.com/cec9](http://www.mhhe.com/cec9).

## CASE 15.2

### Getting Help for Your Résumé

Career Resumes is the largest résumé-writing firm in the United States that composes résumés for applicants seeking jobs. Go to <http://www.career.resumes.com>.

Click on the link to view résumé samples. Then, click on sample number three. You will see a résumé that Career Resumes has composed for Jennifer Newgrad.

1. What recommendations would you have for this résumé?
2. What do you think of the layout and the content?
3. If you were a company that was hiring a salesperson or an account manager, would you hire Jennifer based on this résumé?

## Communicating in Your Career

As a manager of information systems at Microsoft, you are the person accountable for determining what descriptors should be scanned for in résumés submitted for entry-level managers. What descriptors would you include on your list for scanning the 100 résumés you have just received for the position for project manager?

## Ethics in Action

### Misrepresentation

While searching for a job, you find a position that requires a bachelor's degree. You do not have the right qualifications but you add this to your résumé anyway since you really want the job. What are the consequences of misrepresenting information on a résumé?