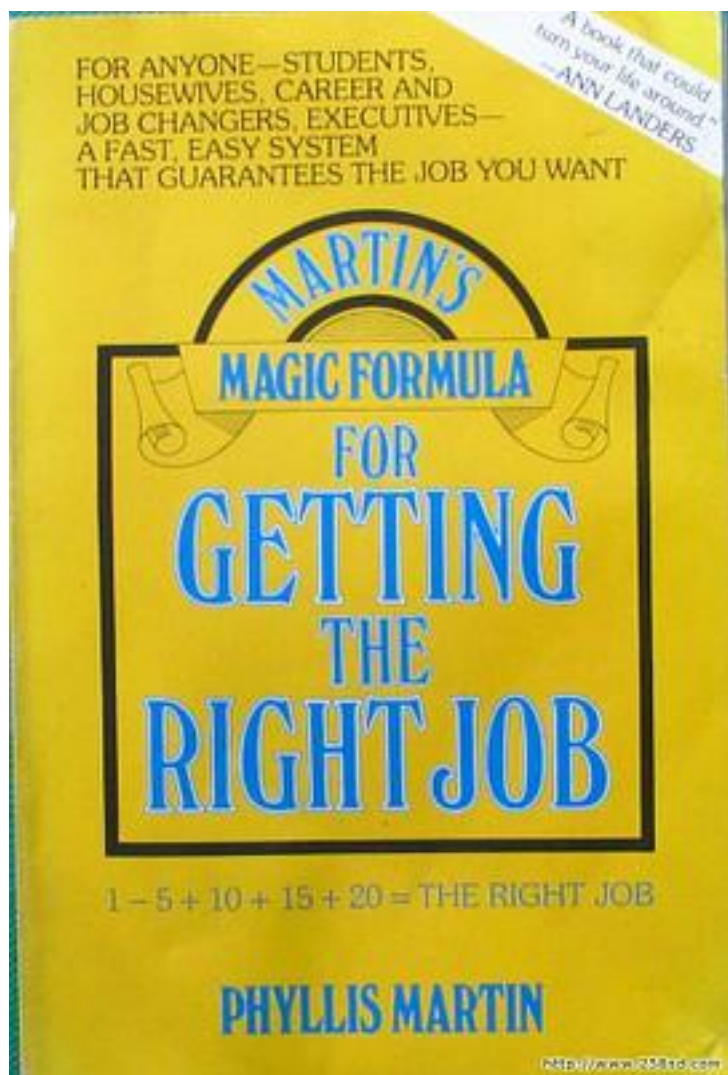


Martin's Magic formula for getting the right job



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出版者:

出版时间:1981-1

装帧:

isbn:9780312517038

FOREWORD

No one wants to go through the brutally hard work of writing a book. Certainly I didn't.

Then why this book?

All right, I'll tell you. I wanted to have written a book that describes a process I've developed for creative job seeking. If I could have found certain elements of my process (I call it Martin's Magic Formula) in other job books now on the market, I wouldn't have tied myself to this task. But so many critical factors were not included in these other books.

Factors such as:

- ~ turning that old devil "no experience" into a positive technique
- ~ turning rejection from a downer into an exhilarating part of the campaign
- ~ recognizing that how you sound is every inch as important as how you look and providing a means for ridding the vocabulary of "wince" words
- ~ lifting the interest of other family members from a level of, shall we say, interference to that of significant contribution
- ~ focusing the attention on some of the tiny, tiny factors that actually make the difference between a turndown and a job offer. (Example: make a copy of the application form. Practice filling out the copy before you tackle the real one. You'll not only produce a neater application, but you'll have a permanent record

of what you told the prospective employer.)
I wrote the book for another compelling reason: I have
orders for it--orders from organizations and the promise of

作者介绍:

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