



The Perfect Cover Letter

Richard H. Beatty

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The definitive guide to The Perfect Cover Letter--now revised and expanded A good cover letter says a lot about you. It showcases not only your writing style and skills, but other important personal qualities employers look for, and usually can't detect from your resume. With so much riding on it, a cover letter that attracts--and holds--the attention of your prospective employer is essential. This practical how-to manual shows you how to create highly effective letters designed to get you the interview you want. Newly revised and expanded, this indispensable guide offers a complete A-to-Z look at all the elements of a good cover letter, from its standard components to the proper format. Here's where you'll find: A brief introduction to cover letters--their purpose, how employers use them, how they're read Examples of winning letters, including general broadcast, executive search, networking, advertisement response, and personal introduction Tips on what makes a letter effective--and what doesn't Helpful guidelines on following up--writing the important thank you letter and more!

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