

Books

Edited by CAROLINE JOWETT

YOU'RE HIRED! STRATEGIC CV HANDBOOK IS JUST THE JOB



JUST THE JOB: The book title is Sir Alan Sugar's catchphrase



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By Andrew Taylor

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STROLL through any bookshop and you'll soon spot one of the few remaining growth industries in recession Britain – writing books about how to cope with redundancy, find a job or even win a promotion.

Selling yourself has never been such big business and there have never been so many writers around advising you how to do it.

In that situation a book about writing your CV – like the CV itself – has to stand out from the crowd. It has to give the casual shopper a reason not to put it aside and once you start to read it, it has to impress with its good sense, its insight and its practicality.

This one does.

“You're hired!” of course, is Alan Sugar's once-a-series catchphrase from *The Apprentice* and it's probably a pretty good discipline to imagine his grumpy on-screen persona giving your treasured CV the once over.

What he would be looking for, like any other employer with a pile of hundreds of applications on his desk, is a reason to reject it.

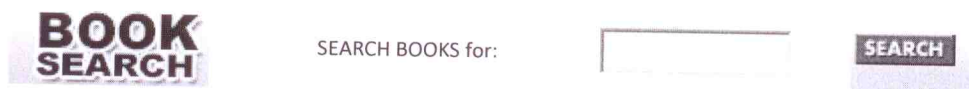
Corinne Mills, career coach, former HR executive and career management guru, takes the

would-be job applicant through the whole process from gathering the initial personal information for the CV to submitting the finished document.

She looks at ways to use the internet, whether through developing your own website, joining social networking organisations or dealing with internet recruitment sites.

What she has written is a strategic handbook for getting yourself a job.

There are forms to fill in to help the reader marshal the information that's wanted in the CV and checklists to see that nothing relevant is missed out.



Better than that, though, the book explains the reasoning – why a potential employer wants this information and how it should be presented – and also shows how job advertisements can be picked apart to reveal exactly what qualities are wanted.

If you know what your target is it's easier to aim at it.

It's tempting to recommend *You're Hired!* simply for the new graduate or school-leaver looking for that elusive first job – but anyone of any age, however much experience they may have, could benefit from revisiting that dog-eared old CV.

The world has changed: employers expect professionally-produced applications specifically targeted on the job they are advertising. They want the right information, effectively presented, and they expect applicants to be able to cope with online applications.

Failure to meet those requirements is likely to mean you'll be left behind in the queue – and the one thing that all the commentators are agreed on is that queue is likely to get longer.

By Corinne Mills, Trotman, £9.99