



# **Resume Branding 101: Strategies for Getting Noticed in 10 seconds or Less Second Edition**

*Kim N. Carswell*

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# Resume Branding 101: Strategies for Getting Noticed in 10 seconds or Less Second Edition

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The job market has changed, and so has the way to present your talents and abilities during the hiring process. Traditional career advice is too old and generic to work today. Many job seekers are amazed at how long it takes to land satisfying employment. This is because they're only applying for opportunities they simply qualify for versus ones that feature them as a top candidate. This career guidebook will give you an advantage in the market by explaining how recruiters and HR managers think and outlining ways to call them into action. In *Resume Branding 101: Strategies for Getting Noticed in 10 Seconds or Less, Second Edition*, Kim N. Carswell provides clear direction to meet and beat the competition head-on with 5 personal branding strategies to build an "employer-friendly " resume. She also guides you through a series of reflection activities that help harness your brand and translate it into a marketable document both on and offline.

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