



## Pitch Yourself: The most effective CV you ll ever write. Stand out and sell yourself (Paperback)

By Bill Faust, Michael Faust

Pearson Education Limited, United Kingdom, 2006. Paperback. Condition: New. 2nd edition. Language: English . Brand New Book. The most effective CV you ll ever write. The best interview you ll ever give. This revolution in the way we sell ourselves in CV and at interview is based on the Elevator Pitch concept and has now been endorsed and recommended by over 40 of the world s leading business schools and universities, from Kellogg to Columbia in the US, from Insead to London Business School in Europe and from Otago to Sydney in Asia-Pacific. The Elevator Pitch prioritises who you are and how you work, the qualities that you are employed for, rather than what you did and where you worked, your past, which is the emphasis of a traditional CV. The Elevator Pitch shifts the focus from your perspective to the employer s perspective and from the past to the future. It s a way of presenting yourself that makes more sense to the employer, and allows you to sell yourself more effectively. It s a way of writing a CV and preparing for interview that will vastly increase your chances of getting the job. Employers now are focused very much on competencies as...



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