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While working on his Masters in Advertising at Northwestern University's Medill School of Journalism, Stanley Krantman created a unique style of resume--incorporating rudimentary principles of marketing to the art of resume writing. Mr. Krantman believes that a resume should be viewed as a marketing document, advertising the talents of the prospective employee.

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All fiction is character-driven, according to William Bernhardt, despite what you might have heard elsewhere. If your characters don't interest readers, even the most exciting plots will fail. "Action is character," Aristotle wrote, but what does that mean, and how can you use that fundamental principle to create dynamic fiction that will captivate readers? This book explains the relationship between character and plot, and how the perfect melding of the two produces a mesmerizing story. Using examples spanning from The Odyssey to The Da Vinci Code, Bernhardt discusses the art of character creation in a direct and easily comprehended manner. The book also includes exercises designed to help writers apply these ideas to their own work. William Bernhardt is the author of more than fifty novels, including the blockbuster Ben Kincaid series of legal thrillers. Bernhardt is also one of the most sought-after writing instructors in the nation. His programs have educated many authors now published by major houses. He is the only person to have received the Southern Writers Gold Medal Award, the Royden B. Davis Distinguished Author Award (U Penn) and the H. Louise Cobb Distinguished Author Award (OSU), which is given "in recognition of an outstanding body of work that has profoundly influenced the way in which we understand ourselves and American society at large." The Red Sneaker Writing Center is dedicated to helping writers achieve their literary goals. What is a red sneaker writer? A committed writer seeking useful instruction and guidance rather than obfuscation and attitude. Red sneakers get the job done, and so do red sneaker writers, by paying close attention to their art and craft, committing to hard work, and never quitting. Are you a red sneaker writer? If so, this book is for you.

In order to succeed in today's highly competitive job market, you need a resume that stands out. Now, using the strategies and techniques in this book, you can craft your own resume like a pro! Greg Faherty, a Certified Professional Resume Writer with more than 15 years of experience writing resumes and cover letters for clients around the world, guides readers step-by-step through the process of building exceptional resumes and cover letters. With the inside tips and lessons this book provides, you'll have an immediate edge over other job seekers and you'll be able to create an action-packed, keyword rich resume, design a resume specifically for electronic submissions, avoid common pitfalls of resume writer, include the information recruiters and human resource reps want to read, and format a resume for best results, no matter what your work history is. You'll also be able to write compelling cover letters to match your resume. In addition, you'll find valuable information about special resume formats, thank you letters, LinkedIn profiles and other job search documents, Plus, the book includes coupon codes for free downloads and discounts.

This free e-book introduces the concept of getting a professional makeover for your job application documents: What are five bigger picture aspects to keep in mind? It is not a how-to guidebook with examples on how to fix your resume, but serves as an introduction to the upcoming CareerLove series. The concept of getting professional help for a job application is new to many people and sometimes clarification is needed. In her work helping thousands of clients from different backgrounds for over 10 years, job application specialist Astrid Schmidchen covers five main areas where clients may benefit. For readers searching for concrete DIY solutions: In upcoming publications, the series will be providing guidelines and worksheets to help you with improving your job application documents. What we cover in this e-book: Discover some ways to automatically benefit from a job application document makeover. An old resume or cover letter version may no longer work well for you. Do you wonder why some candidate applications are chosen over others? Sometimes all you need is a fresh perspective in uncovering what you offer the job market. It's much more than just getting some new words on paper. A new version can boost the energy of your job search and allow you to reach the right companies with confidence. You will also learn what to look for in selecting the right professional to help you and what a professional solution should include. ABOUT THE CareerLove Self-Help & Workbook Series: The upcoming series is a first step to get you started on your job hunt strategy. Gain clarity to key questions such as: What are companies & recruiters looking for? What specific things will get you a positive response? Whatever your background, use these practical, set-your-own-pace tools to develop new, high-impact content and give shape to your ideas and strategies. The series features checklists, ebooks, workbooks & brainstorming journals for printout: - brainstorming, mindmapping & creating unique content for your job application, job search, interviews & social media - creative ideas, strategies, planning and organization for freelancer projects, creatives, artists & entrepreneurs - finding your niche, USP and marketing yourself as a freelancer and entrepreneur Now available: Free PDF downloads featuring checklists, planning and brainstorming tools for your projects and work-life balance, plus new release updates. Visit the CareerLove Shop: www.careerlove.info

Publishers Weekly says "Ramarayan provides a detailed, contemporary primer that illuminates the promise and peril of the brave new world of social media. Ramarayan herself acknowledges that social media is no panacea-her crisp presentation, with chapter summaries to highlight the main pointers, confirms that companies that choose not to listen to customers stand to lose ground to competitors who do." WHAT OTHERS ARE SAYING ABOUT THE BOOK "Sujata Ramarayan's excellent book does several things that I have not seen in other treatments of this subject. She takes a reasoned perspective on a topic that is often full of hyperbole. The book is filled with advice for the marketer that is both practical and strategic. It helps the marketer to leverage social media where it can best impact business performance. I highly recommend the book." - Gordon Winer, Editor-in-Chief, Marketing Management "This practical guide to social media marketing cuts through the noise with clear advice on how to turn strategy into practice. With the help of effective charts and analysis, the reader can gain real insight into social media's influence in corporate marketing. By showing how building quality content in social media is no longer an option for corporations, this is also a lesson in building a brand by listening to your customers." -Rajesh Subramaniam, SVP, Global Marketing and Customer Experience, FedEx Services "Owned social media presence is critical to generating earned media, which is where the growing value and rewards come in for social media marketing. This important book will help you to understand these concepts and reality to better evaluate, plan, and execute your social media marketing efforts." - Devin Redmond, CEO and Co-Founder, SocialIQ Networks "Are you overwhelmed by the changing digital landscape? If so, Sujata's book is a must read with actionable insights, tips on digital sharing, and more." -Porter Gale, Former VP of Marketing at Virgin America and author of "Your Network is Your Net Worth" ABOUT THE BOOK Like most marketers, you are drowning in social media noise and chaos. Businesses have simply jumped in without tying social media outcomes to any business objectives. The purpose of this book is to help you: - See how social media fits into your overall marketing strategy - Understand how best to develop social media with allocation among different tools - Figure out the extent to which social media is relevant to your business or department, and how best to implement it given an increasingly digital world of sharing and an empowered customer voice Whether you are a senior manager experienced in social media marketing or a novice, this book will help clarify how social media fits into your overall marketing strategy, how much you should be allocating given the return on investment, and at what time frame you should be looking, depending on the specific metrics adopted. This book will help you focus more and understand all the different elements to which you need to be paying attention. If you are a novice, the glossary and additional resources sections at the end of the book should be helpful.

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