



# Shorten Your Job Search: How to Communicate Your Value

*Lloyd Feinstein*

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# Shorten Your Job Search: How to Communicate Your Value

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## **Shorten Your Job Search: How to Communicate Your Value** Lloyd Feinstein

Shorten Your Job Search (Book 2: How to Communicate Your Value), by experienced career coach and former HR director Lloyd L. Feinstein, builds on the Constructing the Marketing Resume focus of Book 1 (i.e., hiring process, career management, critical hiring issues, storytelling, personality/fit, expertise areas, process and transferable skills, resume examples, targeted pitches, networking, direct-mail strategies). Book 2 helps readers better communicate their value (i.e., self-knowledge through self-assessment), establishing instant credibility through skillful use of business-process language, as well as a proven storytelling format (P-A-R methodology) and sales/presentation/collateral emphasis over recitation of technical skills without sufficient context. Feinstein, a former Human Resources Director for a major Wall Street broker, co-author of Career Changing: The Worry-Free Guide, and Career Counselor for the past 27 years, guides readers step-by-step through a proven path to career accomplishment. He also challenges common job-search fallacies relating to career planning/change, ageism, and interviewing/follow-up techniques, and provides ample examples, including proven-successful letters and selling documents, of how job seekers can not only land meaningful, career-enhancing jobs, but also extend these techniques to help keep and advance such opportunities (i.e., annual performance and salary reviews).

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