



# The X-Factor Resume: Reinventing the Resume for the 21st Century!

*James Roth*

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The X-Factor Resume, Reinventing the Resume for the 21st Century!, is the most updated, researched study ever conducted on resumes. Four years of research and over 6,000 management interviews later, we found a "new paradigm" shift happening in companies across the country. This new paradigm deals with a new type of resume, crystalized information, how it's conveyed and presented. What makes this resume style so unique is it capitalizes on one area that most other resume books miss. It will change how people from here forward look at developing their resume. It's the "X-Factor" and it's the new language companies are starting to speak. If you don't know it, you better!

"An era of change makes this book essential for those who want to most effectively position themselves for new opportunities. It's a must read for all who are in career transition! This is the finest in-depth guide I have ever seen on this important subject." Gary S., Past President, GAMA

"The value this book brings will, in my opinion, be the standard for others to follow for years to come." Dan S., SVP

This book will teach you what your competitors are NOW doing differently and why they might have an edge over you. It will teach you the biggest mistake 99% of all people make when writing or reading a resume. We'll show you stupid format taboos, visual effects that have cost thousands of people interviews and a new career. You'll learn about specific words and phrases that single you out to management. In addition, you'll learn about the words you should never use on a resume. These words spell trouble and they could be keeping you from getting an interview and hired. We'll guide you through a step-by-step process that will completely change the way you look at yourself and how others evaluate you. This process is, without a doubt, the best at developing critical information that companies now want and look for on a resume. We'll teach you how to use a unique tool called "The Rule of 25". This rule is extremely helpful in all aspects of business, from evaluating opportunities to every day business decisions. If you're looking for your resume to stand out in the crowd and get the interview, this is the only book you will ever need.

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