



Career Comeback: Repackage Yourself to Get the Job You Want

Lisa Johnson Mandell

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Unfortunately, getting older can be a career killer. That's what entertainment journalist Lisa Johnson Mandell discovered when she sent out a resume that made her sound like an aged veteran. Her new career makeover guide-expanded from the *Wall Street Journal* article about revamping her "older" image to land her dream job-acknowledges that experience matters, but looking and acting up-to-date matter just as much. Mandell provides ten strategies for putting a youthful spin on resumes, Web pages, and personal presentation. Looking young and staying technologically current is crucial to competing in an increasingly tough job market. CAREER COMEBACK offers the ultimate makeover to-do list: From "botoxing" your resume by deleting dates and early jobs, tech-savvy tricks for starting and improving your website or blog and online networking, to updating your wardrobe, Mandell shares the secrets that will get mid-career job seekers noticed and on the payroll.

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