



Praxisbuch kreative Bewerbung (German Edition)

Svenja Hofert

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Sie möchten keine Standard 0/815-Bewerbung, sondern etwas Besonderes? Dieses Buch zeigt Ihnen, wie Sie eine kreative Bewerbung entwickeln. Dabei geht es um strategische, inhaltliche und gestalterische Aspekte. Sie lernen Ihren eigenen kreativen Stil kennen und bekommen Anregungen durch Formulierungen. Diese sind auf alle Unternehmen und Funktionen von Buchhaltung bis Marketing übertragbar. Während sie etwa in der Werbung größere Sprünge machen können, reicht in kaufmännischen Bereichen oft die Prise "Kreativität" vollkommen aus.

Diese Version ist die Langfassung auf 97 Seiten.

Das Buch ist eine zeitgemäße Weiterentwicklung der "Praxismappe für die kreative Bewerbung", die seit 2004 im Eichborn-Verlag erschien.

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