Three concepts I learned in this chapter were the types, writing styles, and professional objectives that combine to make a reader-centered resume. These concepts are essential to create salience for talents and display how they contribute to the organization, which is similar to concepts an architect uses when designing buildings to attract employees.

The first concept establishes a framework for the other concepts to build upon. “An experiential resume is the best choice for most college students and persons new in their careers” while a “skills resume work(s) best for people with enough professional experience” (Anderson 30) and each corresponds with different methods of using salience to stand out to employers. Drafting the text to fill the framework is like filling a structure with cement. The writing styles determine the thickness and the sturdiness of the structure. The reader-centered mindset dictates how concise and specific the words must be to “help employers quickly find detailed information … that matches the(ir) qualifications” (Anderson 30) which places importance on highlighting the qualifications the employer is looking for the most. The professional objective is the aesthetics that set the structure apart from every structure around it, and serves as the main competitive advantage.