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https://www.cognizant.com/whitepapers/21-more-jobs-of-the-future-a-guide-to-getting-and-staying-employed-through-2029-codex3928.pdf

You never get a second chance to make a first impression.

Purpose of a CV : get an interview

It must :

Attract

Inform related to the job description

Persuade with skills, past experiences,

Sell

It musn’t :

A resume/CV is not a book

A resume/CV is not an obstacle

A resume/CV is not a tombstone

A resume/CV is not boring or difficult to read

A resume/CV is not you lifestory

A resume/CV is not a catalogue of your personal opinions

A resume/CV is not a list of problems with past employers

A CV is short, sedeuctive, an important document, answers the question Why, interesting and easy to read, list of benefits for the employer, as much about the employer as about you.