

[英] 保罗·麦吉 著

# 如何写好 英文简历

(英汉对照)

Writing a  
**CV**  
that Works

● 简明、清晰、全面 ● 写好简历的理想指导



商务印书馆  
The Commercial Press

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〔英〕保罗·麦吉 著

丁林棚 译

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如何写好英文简历

**Writing a CV that Works**

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## Preface

There are not many certainties in life – death and taxes are probably the main ones. Now there is another. At some time, we are all likely to need a Curriculum Vitae, or CV for short. Whether we're leaving school or college, wanting a career change, experiencing redundancy or returning from a career break, our first priority is to get a CV written.

Not only is a CV necessary for the benefit of the intended reader, but as this book will illustrate, compiling one can provide a great insight for you personally. Rather than relying on someone who doesn't know you to write your 'personal sales brochure', this book gives you a practical step-by-step approach to creating your own.

We have all faced the frustration of knowing we can do the job, but how do we get 'a foot in the door'? Your CV is the key to opening those doors. You will learn not just how to sell yourself, but how to tailor and vary your approach accordingly. Interviews will also take on a new meaning when we see the role our CV typically plays in that situation. Packed with exercises and case studies, this book provides insights and tips gained from helping thousands of people of all ages and from all backgrounds successfully market themselves.

In writing this book I would particularly like to thank my mum and brother Andy for all their support and encouragement over the years. I would also especially like to acknowledge once again, my wife Helen, who by her actions, continues to provide even more definitions to the meaning of the words partner and friend. Thank you.

Finally, I hope this book contributes in some way to the future success of all its readers. Good luck.

*Paul McGee*

# 前 言

生活中板上钉钉的事并不多——死亡和纳税可能是其中主要的两个。这里还有一个：我们每个人可能都会在某一刻需要一份个人简历，或简称 CV。不管我们是面临中学毕业或大学毕业，还是想改行另就，不管是遭遇裁员，还是在中断工作后重返岗位，我们首当其冲要写一份个人简历。

简历不仅是为招聘者的需要而写，而且，如本书所示，撰写简历还会使你具有更深刻的自我洞察力。与其让不了解你的人代写你的“自我推销手册”，不如让本书教你如何一步步打造自己的实用简历。

我们都曾面临这样的窘境：明知自己可以胜任这份工作，但却苦于不知如何“登堂入室”。你的简历就是打开殿堂的钥匙。你不仅要学习如何推销自己，还要学会如何对症下药，随机应变。当我们明白简历在面试中所扮演的典型角色时，面试也就具有了新的含义。本书提供了大量的练习和个案分析，旨在向读者提供撰写简历的一些新颖见解和建议，这些见解和建议曾帮助数以千计的不同年龄、不同背景的求职者成功地推销自己。

在撰写这本书的过程中，我尤其要感谢我的妈妈和弟弟安迪，他们这些年给了我巨大的支持和鼓励。我还想特别再次感谢我的妻子海伦，她用自己的实际行动为“伴侣”和“朋友”两个词作了更深刻的定义。谢谢。

最后，我希望此书能够对它的所有读者的未来成功有所裨益。祝你们好运。

保罗·麦吉

## Who Needs a CV Anyway?

### LEARNING TO MARKET YOURSELF

Billions of pounds each year are spent by companies advertising their products. No matter how good the product is, no matter how well it has sold previously, businesses will continue to invest in its promotion. In America, television programmes are scheduled around commercials, and sporting events are delayed in order for the viewers to receive 'a message from our sponsor'.

A recent radio programme was examining factors that contribute towards a song being successful in the record charts. Although there were a number of factors, including how memorable the lyrics were, the rhythm and the beat, the most important was simply how well the record was marketed. Songs from Bryan Adams, Whitney Houston and Wet Wet Wet, all stayed at number 1 longer than any other record. Their common link? They were all title tracks to hugely popular films and benefited from additional marketing.

Strange as it may seem, people can also be viewed as products. When they apply for a job or sell their services, they sell their skills, experience, qualities and potential. No matter how good a 'product' the person is, their future success will depend to a great extent on how well they market themselves.

One of the most important marketing tools an individual can have when seeking to promote themselves is a Curriculum Vitae (CV for short) which is the Latin for 'the course of your life'.

# 第一章

## 什么人才需要简历？

### 学会推销自己

每年各大公司都要花数十亿英镑为自己的产品做广告。无论这些产品的质量如何好，也无论它们是否已经打开广阔的销路，这些公司还会继续在产品推销方面大量投资。在美国，电视节目是围绕广告安排播出的，体育节目常常被推迟，这样，使观众能够接收到“来自我们赞助商的信息”。

最近，一个广播节目做了一项调查，研究是什么因素使一首歌曲能在排行榜上名列前茅。尽管有很多原因，包括歌词是否上口，还有节奏和节拍，但最重要的因素往往却是专辑是否得到了很好的推销。布赖恩·亚当斯、惠特妮·休斯顿和“湿湿湿”乐队的歌在流行榜单上都曾坐得头把交椅，而且走红时间比其他任何歌手或乐队的歌都要长。它们的共同特征是什么呢？它们都曾是风靡一时的电影中的片头曲，并且都得益于额外的推销活动。

听起来有些荒诞，但是人确实也能被当做产品。当他们申请工作或者提供服务的时候，他们推销的就是自己的技能、经验、素质和潜力。不管这个人是多么好的一件“产品”，他们将来能否成功，很大程度上还取决于是否能够很好地推销自己。

一个人进行自我推销的最重要的工具之一就是简历（英语缩写是 CV，在拉丁语中是“生命历程”的意思）。



## WHO NEEDS A CV?

We live in a society where change is continuous and competition is increasing. The days of full employment are long gone and, whatever politicians say, they are unlikely to return. Advanced technology and emphasis on 'efficiency' have led to a reduction in the labour force. Economic realities mean:

- Many more women are being forced to return to paid employment in order to supplement their partner's wage.
- Companies are recruiting fewer graduates, which means there are plenty of qualified people, but with little or no work experience.
- A 'job for life' is becoming the exception rather than the norm.
- Reorganisations within companies have led to redundancies and people who have worked all their lives in one industry are now looking for alternative work for the first time.
- Increasingly there are more self employed people, working on short term projects.
- People must now be prepared to work on a temporary contract, without any job security.
- Working practices are changing and people are having to be more flexible in the hours they work. Whilst some are finding their home life is suffering due to the time spent at work, others are struggling to find even part-time employment.

These statements may seem stark, but this is reality and these are the circumstances people are finding themselves in.

The CV is not a magic wand. It will not suddenly be the solution to all our problems. But for those who do find them-