

Career Match Connecting Who You Are With What Youll Love To Do

This unique workbook engages students in the study of public administration and helps them gain a deeper understanding of the field by providing exercises that expose them to a wide range of practical applications. Connecting theory to practice, a brief theoretical introduction precedes each exercise, explaining why the technique is important and how it is relevant to the study and practice of public administration. Key Features: A participatory approach to the key topics in public administration engages students and provide them with practical experience. Theoretical discussions prior to each exercise root the material in theoretical context and enable students to understand the importance and relevance of the exercise. A detailed Instructor's Manual, written by Dennis Dresang, guides instructors with solutions, explanations, and suggestions for using (and modifying) the exercises to fit a variety of course needs. Downloadable datasets and exercises make it easier than ever to assign, submit, and grade assignments electronically.

Gelberg presents strategies used by successful people--including celebrities--to manage their introversion or shyness while becoming successful in professional endeavors.

Your Career Game demonstrates how game theory can help readers to understand and proactively take charge of their career strategy. Authors Nathan Bennett and Stephen A. Miles teach readers to manage the interdependencies and interconnectedness among coworkers, managers, and others in a manner that supports personal career efforts. Then, they show how readers can become better players. The key to learning how to play the career game is "career agility"—in short, nimble individuals are better game players. This book includes conversations with a wide range of successful professionals such as Ursula Burns (Xerox), Stephen Elop (Microsoft), Marius Kloppers (BHP Billiton), Ken Frazier (Merck), and Liz McCartney (The St. Bernard Project), and discusses how their career moves demonstrate elements of a game theory approach to career management. This is a must-read strategic guide for anyone who seeks to advance their career and navigate today's job market.

A career is an individual's journey through learning, work and other aspects of life. There are a number of ways to define a career and the term is used in a variety of ways. Career management describes the active and purposeful management of a career by an individual Career Development is the lifelong process of managing learning, work, leisure, and transitions in order to move toward a personally determined and evolving preferred future. In educational development, career development provides a person, often a student, focus for selecting a carrier or subject(s) to undertake in the future. Often educational institutions provide career counselors to assist students with their educational development. Table of Contents: Preface 7 1 Introduction 9 1.1 Your Career Is in Your Control 9 1.2 Your Interests and Passions 9 1.3 Identifying Our Strengths and Weaknesses 9 1.4 Enhancing Your Skills 9 1.5 Job-Search Skills 10 2 Determining Your Interests and Passions 11 2.1 Introduction 11 2.1 Exercise One 11 2.2 Exercise Two 13 Identifying Your Strengths and Weaknesses 18 3.1 Introduction 18 3.2 Identifying What a Job Requires 18 3.3 Identifying General Strengths and Weaknesses 19 3.4 Getting Feedback from Others 19 4 Communication Skills 21 4.1 The Importance of Communication 21 4.2 What Is Communication? 21 4.4 The Communication Process 22 4.5 Elements of Communication 26 4.5 Face to Face Communication 26 4.6 Listening Skills 29 5 Personal Confidence 32 5.1 Introduction 32 5.2 Self-Confidence 32 5.3 Self-Esteem 33 5.4 Self-Efficacy 34 6 Motivation 38 6.1 Introduction 38 6.2 Addressing Lack of Confidence 39 6.3 Addressing Lack of Focus 39 6.4 Addressing Lack of Direction 40 6.5 Building Self-Discipline 40 6.6 Goal Setting 41 7 Emotional Intelligence (EI) 45 7.1 Introduction 45 7.2 Mixed Model of EI 47 8 Job-Seeking Skills 49 8.1 Introduction 49 8.2 Your Resume 49 8.3 Networking 50 8.4 Interview Skills 51 9 References 53 Executive

Organized around the latest CACREP Standards, *Counseling Individuals Through the Lifespan* by Daniel W. Wong, Kimberly R. Hall, Cheryl A. Justice, and Lucy Wong Hernández introduces readers to the fundamentals of the counseling process during each stage of human development. Topics such as the client-counselor relationship, counseling theory, research, and interventions are addressed with a focus on caring for the total person within his/her environment and culture. Emphasizing the importance of intentionality and self-reflection, the chapters include case illustrations and guided practice exercises to further the development of successful 21st century counselors. *Counseling Individuals Through the Lifespan* is part of the SAGE Counseling and Professional Identity Series, which targets specific competencies identified by CACREP (Council for Accreditation of Counseling and Related Programs).

"Includes exclusive online content"--Cover.

Choosing a career is one of life's greatest challenges. This must-have volume helps readers understand the various topics surrounding choosing a career for themselves. Essay sources include the Rhode Island Office of Higher Education, U.S. Department of Education, Office for Civil Rights, and the National Training Support Centre.

The Singer's Audition & Career Handbook is a comprehensive guide to the training, audition technique, and professional development essential for launching and sustaining a rewarding career in classical singing. Expanding on author Claudia Friedlander's online collaboration with mezzo-soprano Joyce DiDonato and the Weill Music Institute at Carnegie Hall, the book brings together insights from nearly seventy prominent performers, educators, and opera industry professionals. Whether you are a young singer preparing for conservatory auditions, a professional opera singer, or an avocational singer seeking to improve your technique and pursue local performance opportunities, this book will help you take inventory of your skills and achieve the next stages of your musical journey.

Locating a job takes time, planning, careful research, and dedication. *Finding a Job* gives readers the tools, resources, and information they need to land their dream job. Readers will learn how to research career options, match their personality with careers, network, write cover letters and résumés, perform well on interviews, and much more. In this time of economic turmoil, this brand-new resource provides readers with practical advice that will give them a valuable head start to finding a job. New to this edition are true-or-false quizzes in every chapter and an up-to-date appendix of helpful Web sites. Chapters include: Who Am I? Matching Your Personality, Interests, and Skills with a Career Obtaining Experience Before You Enter the Workforce Researching Career Options Networking and Tapping the Hidden Job Market Writing Effective Cover Letters, Résumés, and Career Portfolios What to Do Before, During, and After the Job Interview Assessing a Job Offer You're Hired! Now What?

Most companies now use social media when recruiting new hires. Full of practical exercises and guidance, this book shows you how to create great profiles, connect with people, research

career options, and use social media to create stand-out applications.

You'll find the tips and tools to manage your career and take charge of every step in your job search, from self-marketing and selling tools to the interview and salary/benefits negotiations. The book reviews the impact of Covid-19 on jobs and shows how to navigate the highly changed environment to build a successful career. While millions of jobs have been lost due to Covid-19, millions of new jobs have emerged in digital commerce, automation, telemedicine, and other sectors of the economy. The pandemic has completely changed the process of finding a job. It has become virtual from start to finish. Candidates have to make online connections with potential employers and know how to succeed in virtual interviews. The guidelines in this book will help you build a career well matched with your skills. Each person is unique with a different set of skills, traits, and job interests. What is a great job for one person will not suit someone else. The first step to achieve a successful and happy career is to identify the top skills you enjoy using and then target your efforts at jobs that match your skills. Many people go through life unhappy at work because they end up in jobs that do not fit their skills or job interests. The book will help you to identify the skills you enjoy using and give you guidance to get a job well matched with your skills. This valuable resource for job search and career development covers the essential steps: matching your skills to jobs; preparing online profiles and resumes; connecting with potential employers; interviewing for jobs; and negotiating salary and benefits. The book includes guidance for using the Internet and provides links to some of the best available websites for career information. The book also includes a chapter on how to develop a happy career and provides useful tips to achieve career success. The Appendix included in the book provides a framework for overcoming the roadblocks on the way to achieving successful results. The book is based on the author's personal experiences. He was a successful business manager for American Express and other large companies. He was also an executive recruiter who attracted management talent for many employers. He has extensively researched the impact of Covid-19 pandemic on jobs and shares a framework that will help people to prosper in the workplace.

Offers information about different personality types as well as advice on developing personal skills and behaving professionally in the workplace.

Print: \$14.95 Finally a complete professionally written book about your career. Topics cover ALL aspects including: Choosing the Best Career path For you; Changing Careers, jobs, re-entering the work force; How to best market yourself in today's marketplace; How to write resume(s) that work...no such thing as a single resume, to be competitive you need one focusing on each position you are aiming at; The art of networking; the do's and don'ts prior to, during and after an interview; Questions to ask and not to ask; How best to use references AND ascertain if a particular reference is hurting your chances; How to follow up after the interview. Written by Paul D. Steinberg President/CEO of IMA Search, Inc.; Over 30 years experience world wide in Executive Recruiting (retained) and Career Counseling. Copyright Year: 2009 today

Thanks to the pervasive use of computers, cell phones, and various hand-held devices, information technology is a hot career field. Packed with pertinent information on the benefits of vocational training, this handy guide reveals how readers can become IT professionals. Included are tips for career preparation while in high school and vo-tech and certification resources. Real-world examples, derived from interviews with workers in the field, provide the voice of experience that today's students--and tomorrow's workers--crave.

Is your job just a way to pay the bills? Are you a drudge Monday through Friday only so you can be more yourself on Saturday? It doesn't have to be this way! Never before in history has there been such an eclectic variety of money-making opportunities and cutting-edge vocations than there are in today's marketplace. There is no need to settle! And when you find the career that fits your personality, you'll discover that the work hours you once begrudged with every fiber of your being now bring you tremendous satisfaction and success. Career Match contains the ten-minute self-assessment that can change your life! After a simple quiz to determine your personality style, turn to the corresponding chapter that reads as if it was written just for you and discover what ideal work options there are for you. In this invaluable resource for all personalities:

- Identify career choices that will exhilarate you
- Recognize the type of work environment and boss you need to thrive
- Learn to leverage your natural strengths
- Customize and speed your job search

This second edition has been updated to include trending new careers in areas such as gaming, web design, alternative energy, cybersecurity, food science, and more. Whether you are a recent graduate looking for direction or a burned-out veteran seeking new inspiration, this indispensable guide will help you match who you are with what you're meant to do--with a success rate vastly greater than that of your typical match maker!

Chinese edition of Career match: connecting who you are with what you'll love to do. A great resource for finding the kind of life long career that fits your personality, temperament and your skills. In Traditional Chinese. Distributed by Tsai Fong Books, Inc.

YOUR GUIDE TO COLLEGE SUCCESS: STRATEGIES FOR ACHIEVING YOUR GOALS, 7th Edition, supports students as they adjust and learn to thrive in college, providing students with a foundation to become independent learners. The Seventh Edition can be used with any college student--fresh out of high school, returning to the classroom after being in the workforce, native-born or international. The new edition is now organized to reflect the basis of the college success model that has framed previous editions of this textbook. The unique six-part learning model helps students focus on achievable strategies in the following areas: Know Yourself, Clarify Values, Develop Competence, Manage Life, Connect and Communicate, and Build a Bright Future. Revised in terms of both content and design, the Seventh Edition contains new student profiles, expanded career success sections and hundreds of new references to make each chapter more current and satisfying. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Master the new world of work. You want—no, you need—a new job. But not just any job. The job. So you polish your resume till it shines. You apply for countless openings, tailoring your message to each. You search for the hidden job market, although it remains very well hidden. And the response? Well, it's underwhelming. To top things off, maze-like online application systems appear designed to keep you and the perfect job apart. What's going on? How people successfully land jobs has changed. You need help from a pro, someone who navigates career data, the labor market, and hot jobs with ease. You want a coach who will tell you what to pursue and what to avoid, and an expert who has mastered job-hunting and career change to offer wisdom gained from experience. What you need is a career coach. Better yet, several. Expert career coaches contributing to this volume include Lakeisha Mathews, Dan Schwartz, Sheila Margolis, Alisa Cohn, Michelle Riklan, Marie Zimenoff, Laura Labovich, Lynne Williams, Thea Kelley, Jean Juchnowicz, Alan DeBack, Marilyn Feldstein, Vivian Blade, David Hosmer, Barbara Seifert, and Nicole Miller. Find Your Fit guides you through answering foundational questions like: What do I want to do with my career? Where should I do it? And how do I get there? As you

develop a strong sense of self-awareness, you'll be able to identify the work environment best for you, shape your online identity, and network more effectively by focusing on people instead of openings. You'll learn about coveted employee referrals, and how to get one at your target company. With the help of experienced career coaches, you'll be able to handle any kind of interview. And, you'll become familiar with the pre-employment testing and assessments increasingly common today. What are you waiting for? Your personal coaching session awaits. Wondering about what career you might have in the future? Not sure where to get information on different jobs? This book can help you out. CHOOSING A COMMUNITY SERVICE CAREER: A HOW-TO GUIDE examines a variety of jobs in the field of public service. Each chapter looks at a different career and describes the training needed, the duties involved, and the qualities you need to do the job well. Explore the worlds of police officers, EMTs, firefighters, social workers, librarians, and funeral directors, among others, and discover if any of these careers could be right for you!

This book provides research assistance for 99 current and provocative issues students can use to write a brief argumentative paper. * Each jumpstart topic contains a photograph, chart, or drawing * Bibliography collects all book and audio-video selections used in the jumpstarts, and can be used for library collections

The need for social workers, counselors, and other human service employees is growing nationwide. These workers help people who are facing challenging circumstances and require outside support. Teens interested in jobs related to family services and human needs now have vocational-technical options for career-related education and training. In fact, while they are still in high school, students can start learning about and preparing for employment in human services. This title explores vo-tech paths to careers in early childhood services, counseling and mental health services, and family and community services. Clear text informs students about their options, and photos capture real-life work in the field.

Woven around her first person experiences and scholarly references, is insight on many of the questions and concerns females with AS surely experience at some point in their life...lovely time spent with a friend...a teaching tool for women and their supporters...a read everyone can enjoy on a number of levels. - from the foreword Kristi Hubbard gives summaries of over a decade of intensive research on autism spectrum conditions. She offers insight, advice, encouragement, understanding, solutions and suggestions for girls and women with Asperger's. She found out she had Asperger's Syndrome when she was in graduate school and shares her challenging experiences growing up and in adulthood. She offers insight with her experiences helping children who have autism, and sets forth her search for the truth of what Asperger's really is, where it came from and the discovery of methods to have a happy, joyful and successful life. She also offers insight for caregivers, teachers and any other professional or family member to better understand and help girls with Asperger's. Read this book to learn: · Sex differences in Asperger's · Early signs detecting Asperger's · Insight on more than 21 Asperger's traits · How to overcome sensory issues · How to overcome social difficulties · Tips on making friends and keeping them · Solutions on more than 26 common life issues · Methods to have a happier family life living with Asperger's · Better understanding of the meaning and purpose in life ·

Numerous helpful resources for those with Asperger's · How to prevent or decrease the chances of your child from developing Autism

Crisis in Employment will help you meet the needs of patrons seeking new work, making career changes, or starting their own businesses in a comprehensive way that suits your local community's conditions.

Everything you need to start a green career As you look for ways to contribute positively to the global economic and environmental crisis, getting an eco-friendly job provides a two-prong solution. Green Careers For Dummies, a 2010 Green book Festival award winner, introduces you to the wealth of opportunities in the rapidly expanding sustainable career genre. This book explores the green frontier of careers and shows you how to find a field that is best suited to your primary interests, skills, and goals, and then translating that into the sustainable job sphere. Career opportunities in the environmental science, renewable energy, smart grid, green building, transportation, manufacturing, sustainability, policy, and more. Job search 2.0 techniques (new media, online, networking, and electronic communications) Emerging green jobs that will be created in the next 5 years and beyond Whether you're a recent college graduate or looking to make a career change, Green Careers For Dummies is your one-stop source for finding your fit in an environmentally responsible job. If you are a career counselor, this book gives you a solid overview of the ever-evolving world of green career possibilities you can refer to in your work with students and clients.

Today's workplace is a dynamic, ever-changing environment. Job security is a thing of the past, layoffs are common, and people change jobs and careers frequently. Students need to be prepared to adapt to the unexpected twists and turns they may face. CREATING CAREER SUCCESS helps students develop a self-directed, proactive, flexible plan to launch and manage their careers over the years to come, using the latest technological resources and job search strategies. Through a process of self-assessment, career exploration, and self-promotion students discover how to connect their skills, interests and values to a variety of possible careers, build relationships, and present themselves in the best possible light to potential employers. Most importantly, students are encouraged to keep their minds and options open, and to engage themselves fully in the career development process. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Presents information about ten careers in retail, marketing, and sales that can be obtained through two-year degree programs.

Ask most preteens and teenagers about life after high school, and you're likely to get blank looks or bored shrugs. Spark excitement and help kids feel motivated about staying in school by making the college or career connection come alive with this indispensable resource that takes the guesswork out of career awareness counselling. Chock-full of ready-to-use lessons, this book gives busy teachers, school counsellors, and parents succinct lessons that generate deep discussion and inquiry about the real world of post-secondary education and work. Extensively researched topics provide frank data and straightforward advice on wages, cost-of-living realities, job market projections, and promising new careers to help students match their interests and abilities to suitable career paths. You'll get students, even those that are struggling, college and career ready with: 20-minute

lessons for advisory, afterschool, and mentoring settings; talking points, reflections, and conversation starters to identify interests and abilities; skills assessments and job training requirements to help students make informed decisions about future career paths; and a companion website with downloadable forms for easy instruction. Use this one-of-a-kind, indispensable resource to curb drop out rates and help students take charge of their futures.

Spanning careers from data assistant to medical doctor, the health care field welcomes job-seekers who possess anything from basic certification to advanced degrees. Jobs can include behind-the-scenes responsibilities or more hands-on work with direct patient care. As this volume shows, students pursuing any of several degree paths can make a concrete difference in people's lives through a health care career. Profiles of jobs in the nursing, dental, medical, and nutrition fields, among others, are included. Also highlighted are the variety of opportunities available to students of varying education levels, as well as the health care field's fastest growing and most in-demand professions. Smart women don't stay stuck--they change. "Make Every Day a Friday!" provides the solution to your career crisis. With a stress-free system, including the three "inner keys" of career change, you are gently guided toward changing your work and your attitude about work. "Make Every Day a Friday!" will help you connect who you really are with what you do so that your inner self can live the outer life you always wanted.

Women's Lives: A Psychological Exploration, 3rd Edition draws on a wealth of the literature to present a rich range of experiences and issues of relevance to girls and women. This text offers the unique combination of a chronological approach to gender that is embedded within topical chapters. Cutting-edge and comprehensive, each chapter integrates current material on women differing in age, ethnicity, social class, nationality, sexual orientation and ableness. The third edition reflects substantial changes in the field while maintaining its empirical focus through engaging writing, student activities, and critical thinking exercises. With over 2,100 new references emphasizing the latest research and theories, the authors continue to pique interests in psychology of women.

Matching who you are with what you do may seem like common sense--but the sad truth is that most people don't have jobs that truly complement their personalities. Career Match takes you through a simple but revealing ten-minute self-assessment quiz to help you identify your specific personality type, then helps you: - identify the type of work that will inspire and exhilarate you - determine the kind of boss and work environment you need to thrive - confirm the rightness of the path you're on--or help you find a better one If the job you have doesn't leave you feeling exhilarated and inspire the kind of passion and satisfaction you deserve in your life, it's time to figure out which one will. Filled with detailed explanations of career options, and inspiring real-life stories of people who have found fulfillment in work that suits their personality, Career Match will show you how to find your true path to success. "My advice for career-flounders varies, but I generally suggest they start by reading a time-tested career-advice book such as the latest edition of What Color Is Your Parachute? by Richard N. Bolles or I Could Do Anything If I Only Knew What It Was: How to Discover What You Really Want and How to Get It by Barbara Sher with Barbara Smith. I'm adding to that list another classic career-advice book that I happened to just finish reading, Career Match: Connecting Who You Are with What You'll Love to Do by Shoya Zichy with Ann Bidou." --Career Coach, Pittsburgh Tribune Review "Looking for a pithy, upbeat, useful career book? Career Match is it--fun to read, insightful and informative! If you want to find a career that fuels the best parts of yourself, this book is for you!" --Dr. Pamela K. Gardner, Director of Career Services, University of Vermont "The right career path will bring passion to your job and your life. Look inside yourself and discover the best fit for your unique personality type." --Jim Donald, President and CEO, Starbucks Coffee Company "A groundbreaking way of finding the right job. Any teacher who wants to guide students toward a satisfying career should make this required reading." --Frank McCourt, author of Angela's Ashes and Teacher Man Shoya Zichy is a career coach with a Master's in Education and Counseling, and is past president of the Myers-Briggs Association of New York. Her proprietary personality model has been featured in Fortune, Barron's, and on CNN. AnnBidou has written for various publications.

According to a USA Today poll of more than 1,000 working Americans, less than 10 percent of all employees feel that they are prestigious in the jobs they perform. As many as 60 percent of all employees will freely admit they wish they had another job. Few people are happy with their lots in life and yet many of them do not know how to fix the problem. They do not know how to start searching for the perfect job or how to put themselves in the position they always dreamed of. There are many steps involved in quitting and finding a new job. You must know what you want from your career, be able to track it down, and have the resources to do so. This book will provide you with the information you need to do all three things. You will be shown the right mindset to start and succeed in discovering what it is that would make you truly happy in life. You will learn how to block out everything in your life and pinpoint what it is you have always wanted to do. A guide of popular careers and their related fields is provided to help you discern where you went wrong in your career, as well as pointed advice on how to methodically start thinking about the right career. Instead of quitting and being left in the cold, you will be shown how to start saving money and preparing the right resources to get a new job. Instead of toiling over your job, you will learn what to look for in a career and how to outline how much money you really need to make in order to survive. You will be provided the top job hunting resources in the country, along with a complete list for how to weed out bad jobs, with code words and tell tale signs revealed that will help you ignore bad job listings. A special chapter is included to help you create the winning resume package, including a top notch resume, cover letter, and all the fresh information you need if it has been years since the last time you looked for a job. Finally, you will learn how you can start working towards turning your life's passions into a viable career. You will learn how to decide if what you love is viable as a business and how to start working for yourself. You will learn the most common mistakes people make when they try to strike out on their own and how you can avoid becoming just another sad story. With a plethora of interviews and

conversations with real world professionals who have managed to chuck their job and start living and working the lives they've always wanted, you will learn the ins and outs of finding a career that will make you truly happy, while maintaining your current quality of life. If you feel trapped by your job or the press of your bills, this book will help you break free and finally start working towards a rewarding career in a field you love. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed.

Why choose between making a difference and making a living? In this ground-breaking guide to Green careers, sustainability expert Bob Oedy reveals the emerging career opportunities that make it possible for you to help save the planet and build a significant personal income at the same time, regardless of your political affiliation or level of training. Whether you're a student preparing for a Green lifestyle, a recent graduate looking for your first job, or are contemplating a switch to a Greener second career, The Green Career Ladder will guide you through every stage of the process, including: Where to find the best training Landing your first job Identifying responsible companies that pay well Living a Green lifestyle Starting your own business How to control your own future, make good money, and live a fulfilling life Leaving a legacy for future generations This fast-reading, down-to-earth guide blends sustainable ideals with practical realities to give you realistic insights about today's growing Green marketplace. You'll learn why Green is finally here to stay and how to chart your own path to success, both today and tomorrow.

Helps each reader unleash his or her innate creative skills based on a unique personality type and succeed in every endeavor. Original. 20,000 first printing.

Get noticed . . . and get ahead! All too often, introverts get passed over for job offers and promotions while their more extroverted colleagues get all of the recognition. But it doesn't have to be this way. In *Self-Promotion for Introverts*, business communication coach and intrepid introvert Nancy Ancowitz helps introverts tap into their quiet strengths, articulate their accomplishments, and launch an action plan for gaining career advancement. You will learn how to: Promote yourself without bragging—when networking, on job interviews, and at work Use your quiet gifts (writing, researching, and listening) to your advantage Be a commanding presenter, despite your quieter nature Formulate your best plans, set goals, take action—and even find a better job Featuring exclusive advice from Warren Buffett, Bill Clinton, Hearst Magazines president Cathie Black, and marketing guru Seth Godin, *Self-Promotion for Introverts* helps you progress inward, outward, and onward.

This comprehensive book is designed to serve as a primary text for the Advertising Management course that follows the more general Principles of Advertising course. It can stand alone, or, for instructors who prefer a case-based approach, it can be adopted together with "Cases in Advertising Management" (978-0-7656-2261-7) by the same authors. "Advertising Management" covers a full range of topics for a semester-long course, including financial management, business planning, strategic planning, budgeting, human resource management, ethics, and managing change. There is even a unique section on 'managing yourself' and your own career in advertising. The text includes plentiful figures, tables, and sidebars, and each chapter concludes with useful learning objectives, summaries, discussion questions, and additional resources.

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