



Advertising, Sales, and Marketing (Field Guides to Finding a New Career)

Ken Mondschein

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- Career Compasses--tools that help identify important skills or qualities needed to succeed in the field- Destination--a brief overview of the career- You Are Here--a brief set of self-assessment questions to locate the proper starting point for a journey into this field- Navigating the Terrain and Organizing Your Expedition--advice on ways to reach career goals- Landmarks--specific advice tailored to readers in their 20s, 30s, 40s, 50s, and beyond- Essential Gear--helpful tips for career changers- Notes from the Field--interviews with professionals in the field- Further Resources--a list of further information and trade organizations.

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