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COLLEGE & CAREER INFORMATION CENTER

CAREERS IN BUSINESS

Sales, Marketing, & Advertising



The resources listed below are available in the COLLEGE & CAREER INFORMATION CENTER (CCIC), an area at the top of the stairs, upper level of the library. Some titles check out, others are for use in-library only and are so indicated. Below is only a sample of the many resources available. By browsing the shelves in the call number area indicated below, you are sure to find even more helpful books and videos! Don't forget to use the career databases and internet sites linked through Jobs/Careers/Colleges from the Library's Home Page at <http://www.cod.edu/library/services/jobscollege.htm> for more information about careers and jobs in business.

CAREER GUIDES: Sales & Retailing

Career Opportunities in the Retail and Wholesale Trade

CCIC HF 5429 .F434 (Check-out copy)

Careers in Focus: Retail

CCIC HF 5429.29.C37 2007 (Check-out copy)

Careers in Retail

CCIC HF 5429.29.C373 2006 (Check-out copy)

Careers in Focus: Sales

CCIC HF 5438.25 .C327 2009 (Check-out copy)

Careers in Sales

CCIC HF 5438 .25 .C373 2006 (Check-out copy)

Everything Guide to Being a Sales Rep

CCIC HF 5438.25 .K585 2006 (Check-out copy)

Retail, Marketing, and Sales: Top Careers in Two Years

CCIC HF 5429.29 .S75 2008 (Check-out copy)

Start Your Retail; Career

CCIC HF 5429 .S72 2008 (Check-out copy)

Vault Guide to the Top Retail Employers

CCIC HF 5429.29 .V28 2006 (Check-out copy)

Women Make the Best Salesmen: Isn't It Time You Started Using their Secrets?

CCIC HF 5438.25 .B7276 2004 (Check-out copy)

Your Successful Sales Career

CCIC HF 5438.25 .A95 2004 (Check-out and Room Use Only copies)

CAREER GUIDES: Advertising, Marketing, PR

Advertising, Sales and Marketing

CCIC HF 5415.35 .M66 2009 (Check-out copy)

Career Opportunities in Advertising and Public Relations

CCIC HF 5828.4 .FC374 2006 (Check-out and Room Use Only copies)

Careers for Persuasive Types & Others Who Won't Take No for an Answer

CCIC HF5381 .G56824 2007 (Check-out and Room Use Only copies)

Careers in Advertising (Pattis)

CCIC HF 5827 .P378 2004 (Check-out and Room Use Only copies)

Careers in Advertising and Public Relations

CCIC HF 5828.4 .C373 2008 (Check-out and Room Use Only copies)

Careers in Brand Management

CCIC HF5415.35 .C38 2006 (Check-out copy)

Careers in Focus: Advertising & Marketing

CCIC HF 5828.4 .C376 2009 (Check-out copy)

Careers in Focus: Public Relations

CCIC HD 59 .C365 2007 (Check-out copy)

Careers in Marketing

CCIC HF 5415.35 .S72 2009 (Check-out copy)

Careers in Marketing and Market Research

CCIC HF 5415.35 .C373 2008 (Check-out and Room Use Only copies)

Idea Industry: How to Crack the Advertising Career Code

CCIC HF5828.4 .R62 2008 (Check-out copy)

Pick Me: Breaking into Advertising and Staying There

CCIC HF 5828.4 .V66 2005 (Check-out copy)

Spark Your Career in Advertising

CCIC HF 5828.4 .Z82 2007 (Check-out copy)

Vault Guide to the Top Advertising & PR Employers

CCIC HF 5828.4 .V38 2006 (Check-out copy)

How to Get Into Marketing and PR

CCIC HF 5415.35 .G87 2003 (Check-out copy)

Making It in Public Relations: an Insider's Guide to Career Opportunities

CCIC HM 1221 .M64 2002 (Check-out copy)

Marketing, Sales and Service (DVD)

CCIC HF 5415.35 .M375 2007 (Check-out copy)

Opportunities in Direct Marketing Careers

CCIC HF 5415.126 .O666 2008 (Check-out and Room Use Only copies)

Opportunities in Marketing Careers

CCIC HF 5415.35 .S73 2006 (Check-out and Room Use Only copies)

Vault Career Guide to Marketing & Brand Management

CCIC HF 5415.35 .V38 2006 (Check-out copy)

RESUMES

Resumes for Advertising Careers

CCIC HF 5828.4 .R468 2003 (Check-out and Room Use Only copies)

Resumes for Sales and Marketing Careers

CCIC HF 5415.35 .R468 2005 (Check-out and Room Use Only copies)

Sales and Marketing Resumes for \$100,000 Careers

CCIC HF 5415.35 .K877 2005 (Check-out copy)

ALSO PAMPHLETS AND CLIPPINGS:

Blue Notebooks Labeled: Business v. 1-7

Career Monographs: #33 & #282 Sales

Representative; #78 Retail Merchandise

Buyer; #48 Marketing; #320 Market

Research Analyst; #17 Advertising; #144

Advertising Copywriter; #136 Public

Relations; #347 Telemarketing; #439

Hispanic Marketing