

## COLLEGE OF DUPAGE LIBRARY

## 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**

#### **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 /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 .F54 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 .C374 2009 (Check-out copy)

**Careers in Focus: Public Relations**

CCIC HF 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 Career Guide to Advertising**

CCIC HF 5828.4 .B47 2004 (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)

**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 2009 (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