

**LIBRARY MINUTE**  
**Marketing, Advertising, Sales, Retail and Fashion**  
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**MARKETING**

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**Careers in Marketing** (Wet Feet Press, 2002). Concise guide to careers in marketing. Contains information regarding hiring process, lifestyle, and career paths.

**Careers in Marketing** (VGM, 2002). An overview of the field of marketing including such areas as market research, product development, advertising and sales promotions, public relations, industrial/wholesale/direct sales, retail, corporate marketing management and international marketing. The appendix covers journals and other resources for job seekers.

**Guide to Marketing and Brand Management** (Vault, 2001). Provides an overview of the fields and career paths available. Contains information about job search strategies and the hiring process. Profiles leading employers within the field.

**Careers in Brand Management** (Wet Feet Press, 2000). Concise guide to describing the field of brand management. Contains profiles of industries and specific positions/career paths available. Includes interview tips and job search strategies.

**Marketing: Research Services Directory Blue Book** (2001). Directory of market research firms. Includes geographic and specialty indexes. Also available online at [www.bluebook.org](http://www.bluebook.org).

**ADVERTISING**

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**Guide to Advertising** (Vault, 2003). Comprehensive guide to field of advertising. Includes types of agencies and careers available. Contains information regarding hiring process, lifestyle, and day-to-day activities. Appendix includes magazines, recommended reading, and glossary of advertising terms.

**Careers in Advertising** (VGM, 1996). An overview of the field of advertising including such areas as creative services, account services, media services, consumer research, agency management and administration, brand management and advertising, and publicity/sales promotion/direct mail. Contains job search strategies and resources.

**Career Opportunities in Advertising and Public Relations** (2002). Included chapters on corporate and industry jobs, agencies, radio and television, sports and entertainment, hospitality and tourism, nonprofit organizations, publishing, and freelance and consulting opportunities. Provides brief overviews of jobs with career path information, salary, general job duties, etc. Not very in-depth, but a great starting place.

**How to Approach an Advertising Agency and Walk Away with the Job You Want** (1993). Profiles the overall job search and how to be proactive. Included typical job search mistakes and how to avoid them. Chapter on making career/life decisions. Chapter on Networking.

**Standard Directory of Advertising Agencies: Agency Redbook** (2003).

**Standard Directory of International Advertisers and Agencies** (2002).

## **SALES**

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**I Wanna Be a Sales Rep: Insider's Guide to Landing Great-Paying Jobs** (Vault, 1998). Provides strategies for breaking into the sales field.

**Opportunities in Sales Careers** (VGM, 1995). Provides an overview of the field and includes topics such as self-appraisal, types of sales positions, how to achieve personal growth, incentives, and industries.

**Opportunities in Medical Sales Careers** (VGM, 1997). Provides an overview of the field including such topics as preparing for a career in medical sales, skills and qualities desired in the field, profiles of various medical companies, and trends in health care purchasing. Contains internet resources, lists of journals and periodicals, and companies to consider contacting for employment. A bit out of date but useful.

**Pharmaceutical Sales Rep and Industry Guide** (2000). An introduction to the industry, lists of pharmaceutical sales recruiters, and pharmaceutical companies and their major drugs (out of date). Contains glossary of commonly used terms and on-line job sites.

## **RETAIL AND FASHION**

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**Retail Industry Almanac** (Plunkett's, 2002). Directory of retail organizations with profiles of major organizations. Contains glossary of retail terms.

**Directory of Department Stores** (2000). Provides contact information, product lines, and key personnel.

**Guide to the Fashion Industry** (Vault, 2003). Comprehensive guide to fashion industry. Includes sections on emerging trends, educational background, getting hired, and the various different options within fashion—manufacturing, buying and merchandising, retail, cosmetics, fashion publishing, and modeling. Appendix includes employer index.

**Opportunities in Fashion Careers** (1994). A nice overview of the various areas of fashion: apparel design, apparel production, textiles, merchandising, and manufacturing.

