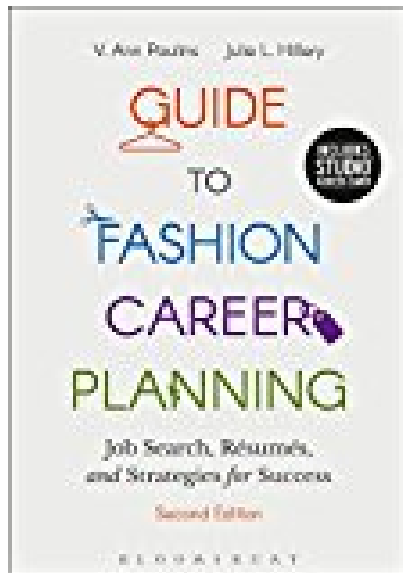


Guide to Fashion Career Planning Bundle Book + Studio Access Card



BOOK DETAILS

- Author : V. Ann Paulins
- Pages : 324 Pages
- Publisher : Fairchild Books
- Language : English
- ISBN : 1501314718

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BOOK SYNOPSIS

Guide to Fashion Career Planning: Job Search, Résumés, and Strategies for Success, 2nd Edition, helps both students and individuals interested in entering the fashion industry prepare for successful careers - from self-assessment and goal setting to landing the first job. This book presents a seamless and comprehensive approach to everything needed for professional and career development, including résumé writing, interviewing, job search strategies, internships, and portfolios for fashion design, merchandising or retail careers. Chapter 3 offers a unique discussion on the various social media platforms and evaluates how they can be used to enhance (or devalue) the personal brand. Both practical and empowering, Guide to Fashion Career Planning gives readers the tools they need to embark on a career in fashion. Features · Details career paths in the fashion industry with examples of specific positions · Discusses preparing cover letters, résumés, a professional presentation through social media, and portfolios in web-based and physical format · Covers how to build a professional network and work with mentors · Explains how to conduct a job search, interview effectively, and gain work experience · Offers advice on professional ethics, personal branding, and how to transition from one job position to another to advance in a career Guide to Fashion Career Planning STUDIO--an online tool for more effective study! · Study smarter with self-quizzes featuring scored results and personalized study tips · Review concepts with flashcards of essential vocabulary · Watch videos that bring chapter concepts to life · Download templates for résumés, cover letters and professional documents that are critical for entering the workforce · Review samples of good and poor quality resumes and portfolios · Complete personal assessment exercises to identify your strengths and interests · Access links to online job resources and tools PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501314711.

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