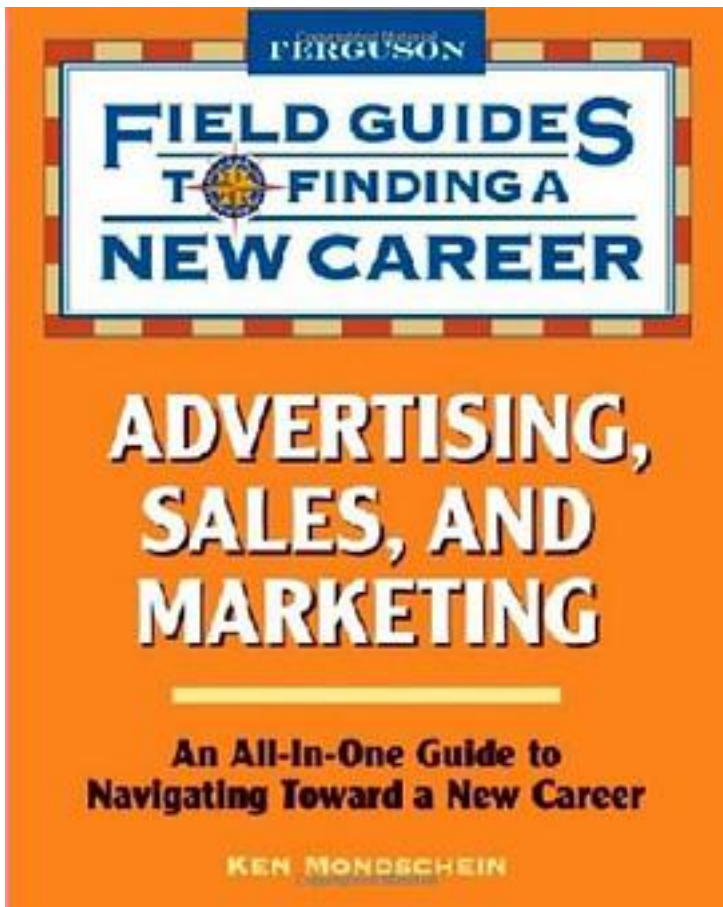


Advertising, Sales, and Marketing



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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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