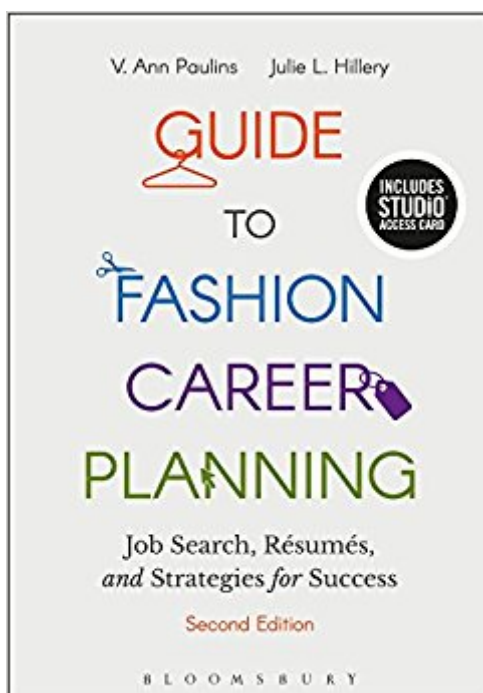


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# Guide To Fashion Career Planning: Bundle Book + Studio Access Card



## Synopsis

Guide to Fashion Career Planning, 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 all 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
- Covers preparing your professional presentation through social media, portfolios, letters, resumes, and interviewing
- Discusses 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 resumes, cover letters and professional documents that students will need as they enter 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

This bundle includes Guide to Fashion Career Planning and Guide to Fashion Career Planning STUDIO Access Card.

## Book Information

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## Customer Reviews

"It can be a good source for the students in level 5 or year 2 to start thinking of the real world. It does get a bit descriptive but is still a good accumulation of information the retail students can use to know about the practical world." - Hasan Gilani, Brighton University, UK  
"The additions / revisions from the earlier version are noteworthy and useful in today's environment. The strength of the proposal is in Chapters 3 and 10. Branding yourself for a career is an essential element that is missing in the marketplace. Providing a framework for what it means to "brand oneself at the age of say 19 is new ground. Chapter 10 is also strong in bridging the transition from college to career." - Dana Connell, Columbia College Chicago, US  
"I appreciate the chapter selections especially Branding Yourself and Professional Portfolio. Both of these relate directly to the needs to students preparing themselves for careers in the fashion industry. Other books on career readiness can be general and may not include such specific information related to fashion careers." - Naomi Ellis, Phoenix College, US  
"This text would be perfect for our Portfolio I course, to be incorporated simultaneously with each week's agenda of student's development of their Portfolio or Capstone project. . .The approach is organized and well thought out in the outline." - Kelly De Melo, Art Institute of Dallas, US

V. Ann Paulins is Senior Associate Dean of Research and Graduate Studies at Ohio University, USA. Julie Hillery is Chair and Instructor at The University of New Mexico, USA.

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