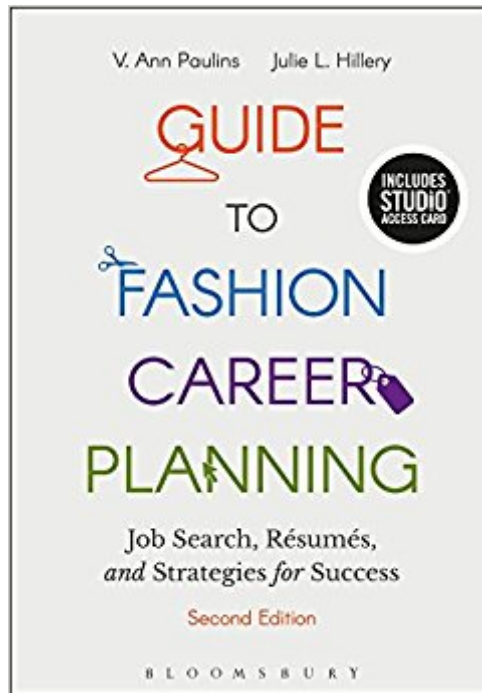


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# Guide To Fashion Career Planning: Bundle Book + Studio Access Card



## 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

Hardcover: 324 pages

Publisher: Fairchild Books; 2 Pck Pap/ edition (March 10, 2016)

Language: English

ISBN-10: 1501314718

ISBN-13: 978-1501314711

Product Dimensions: 7 x 0.8 x 9.9 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

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Best Sellers Rank: #790,602 in Books (See Top 100 in Books) #260 in Books > Business & Money > Industries > Fashion & Textile #275 in Books > Business & Money > Job Hunting & Careers > Resumes #1200 in Books > Business & Money > Job Hunting & Careers > Job Hunting

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