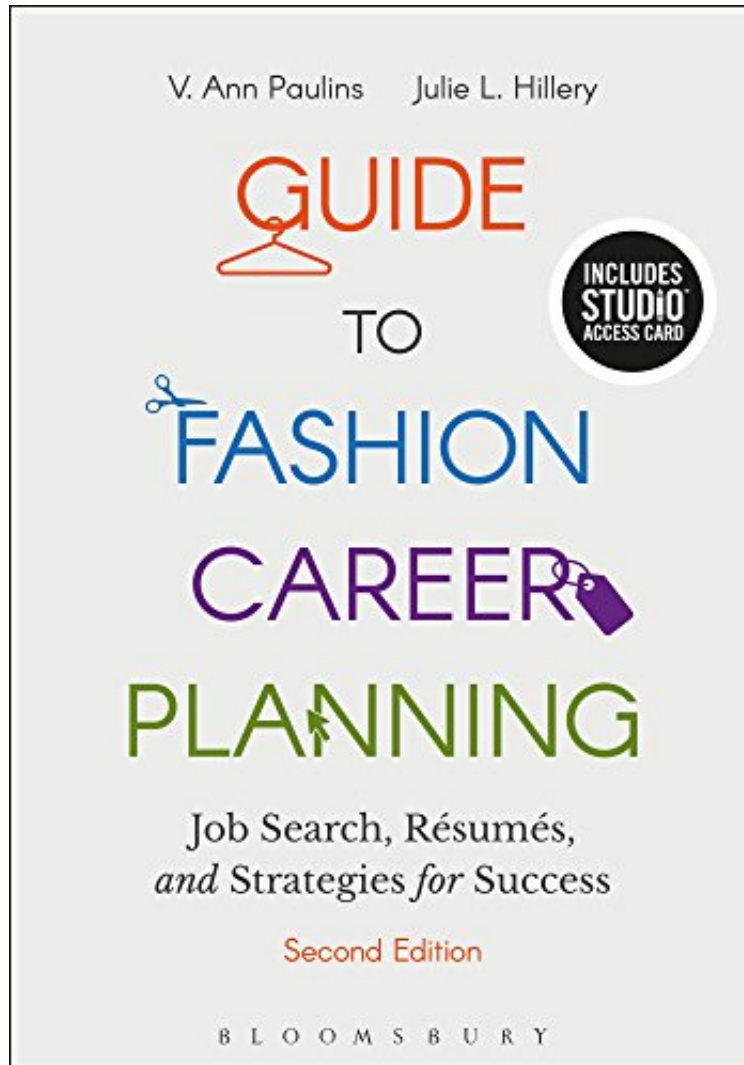


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## Guide to Fashion Career Planning: Bundle Book + Studio Access Card

V. Ann Paulins, Julie L. Hillery  
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Guide to Fashion Career Planning, Planning: Job Search, Rsums, 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 rsum 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.