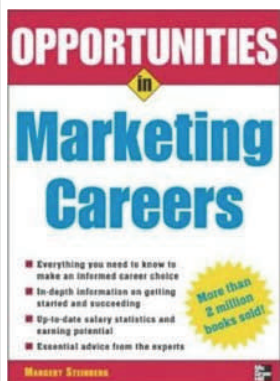


# The Career Resource Centre's “Best Picks”

## Exploring Marketing Careers?

Here are some of our favourites:



### **Opportunities in Marketing Careers**

By: Margery Steinberg

This book presents information on over 100 Marketing professions. It enlightens the reader as to the various fields of marketing including the education and training needed as well as the earning potential. The author does a great job providing tips to find the most fulfilling marketing career in order to find your marketing niche.

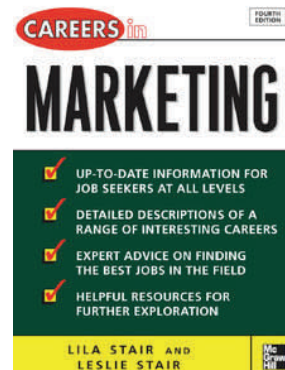
Section: Occupational Information

### **Careers in Marketing**

By: Lila Stair and Leslie Stair

The authors do a great job in providing in-depth information on the different Marketing Fields. It provides a solid background of marketing but also provides rich information on specific positions in each field. These authors are able to specifically indicate what someone should expect in a marketing job.

Section: Occupational Information

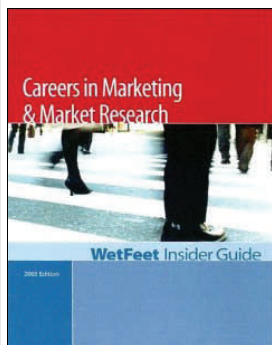


### **Careers in Marketing and Market Research**

By: WetFeet Press Inc.

The author, as many do, provides information on specific fields; however also provides excellent information on the hiring process and the steps which will need to be taken in order to acquire a position. There are also many examples of what the workplace is like once you secure a position.

Section: Occupational Information



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