



Guide to Fashion Career Planning: Job Search, Resumes and Strategies for Success

V. Ann Paulins, Julie L. Hillery

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Guide to Fashion Career 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 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
- Discusses preparing cover letters, résumés, a professional presentation through social media, and portfolios in web-based and physical format
- Covers 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!**

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