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## **Salem Press Announces the First Edition of *Careers in Sales, Insurance, & Real Estate***

Salem Press is proud to announce the first edition of *Careers in Sales, Insurance, & Real Estate*. This publication contains over twenty-five alphabetically arranged chapters describing specific fields of interest in these industries. Merging scholarship with occupational development, this single comprehensive guidebook provides those interested in sales, insurance, & real estate with necessary insight into potential careers, and provides instruction on what job seekers can expect in terms of training, advancement, earnings, job prospects, working conditions, relevant associations, and more.

Understanding the wide net of jobs in these fields is important for anyone preparing for a career within it. *Careers in Sales, Insurance, & Real Estate* comprises twenty-five lengthy chapters on a broad range of occupations including traditional and long-established jobs such as Cashier and Real Estate Sales Agent, as well as in demand jobs: Pharmaceutical Sales Representative, Financial Analyst, and E-commerce Specialist. This excellent reference also presents possible career paths and occupations within high-growth and emerging fields in these industries.

*Careers in Sales, Insurance, & Real Estate* is also enhanced with numerous charts and tables, including projections from the US Bureau of Labor Statistics, and median annual salaries or wages for those occupations profiled. Each chapter also notes those skills that can be applied across broad occupation categories. Interesting enhancements, like “Fun Facts”, “Famous Firsts”, and dozens of photos, add depth to the discussion. A highlight of each chapter is “Conversation With”, a two page interview with a professional working in a related job. The respondents share their personal career paths, detail potential for career advancement, offer advice for students, and include a “try this” for those interested in embarking on a career in these professions.

### **Length and Format**

#### **Overviews**

Overviews range in length from 3,500 to 4,500 words and all entries begin with a Snapshot of the occupation that includes career clusters, interests, earnings, and employment outlook. Also included is a profile that outlines working conditions, educational needs, and physical abilities along with the occupation’s Holland Interest Score, which matches up character and personality traits with specific jobs.

#### **Occupational Profiles:**

Profiles range in length from 1,500 to 2,000 words and lists specific jobs that are related in some way, like Online and Social Media Advertising Agents, Portfolio Managers, Commercial Account Underwriters, and Copywriter. This section also includes a list of Duties and Responsibilities.

**Work Environment:** a brief introduction to the physical, human, and technological environment of the occupation profiled.

**Education, Training, and Advancement:** outlines how to prepare for this occupation while in high school, and what college courses to take, including licenses and certifications needed. A section is devoted to the Adult Job Seeker, and there is a list of skills and abilities needed to succeed in the job profiled.

**Earnings and Advancements:** offers specific salary ranges, and includes a chart of metropolitan areas that have the highest concentration of the profession.

**Employment and Outlook:** discusses employment trends, and projects growth to 2020. This section also lists related occupations.

**Selected Schools:** list those prominent learning institutions that offer specific courses in the profiled occupations.

**More Information:** includes associations and other groups that the reader can contact for more information. Occupational Profiles also includes the **Transferable Skills** and **Careers Questionnaire** sections.

Several features distinguish this work from other career-oriented reference works. The back matter includes several appendixes and indexes, including a **Guide to Holland Code**, that discusses John Holland's theory that people and work environments can be classified into six different groups: Realistic; Investigative; Artistic; Social; Enterprising; and Conventional. A **General Bibliography** that suggests readings, organized into several major categories and a **Subject Index**, that includes people, concepts, technologies, terms, principles, and all specific occupations discussed in the occupational profile chapters.

*Careers in Sales, Insurance, & Real Estate* is specifically designed for a high school and undergraduate audience and is edited to align with secondary or high school curriculum standards. This title is an indispensable reference for anyone looking to excel in the sales, insurance, and real estate field.

#### **Free Online with Print Purchase**

In addition, *Careers in Sales, Insurance, & Real Estate* comes with complimentary online access via <http://online.salempress.com>. A single purchase of the printed version is all it takes to gain access to this important title on the web.

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