

SALEM PRESS

2 University Plaza, Suite 310
Hackensack, NJ 07601

201-986-0500
Fax: 201-968-0511
Email: csr@salempress.com
www.salempress.com

For Immediate Release

February 23, 2015

Contact: Jessica Moody, VP Marketing
(800) 562-2139 x101
jmoody@greyhouse.com

Salem Press Announces the First Edition of *Careers in Business*

Salem Press is proud to announce the first edition of *Careers in Business*. Edited by Michael Shally-Jensen, this publication highlights over twenty-five growing and in demand fields in business and business administration. Merging scholarship with occupational development, this single comprehensive guidebook provides business and business administration students 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 range of jobs in these fields is important for anyone preparing for a future in business. *Careers in Business* comprises more than twenty-five information-packed chapters on a broad range of occupations including traditional jobs such as Accountant, Receptionist, and Payroll Administrator, as well as more recently established positions including Market Researcher, Network Administrator, and Financial Manager. This reference presents possible business career paths and occupations within high-growth and emerging fields.

Careers in Business 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 their profession.

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 Specialties: Profiles range in length from 1,500 to 2,000 words and lists specific jobs that are related in some way, like Electronic Commerce Specialist and Online Merchant, and Cost Estimator and Production Coordinator. 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.

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 Business 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 business and business administration field.

ONLINE.SALEMPRESS.COM - THE NEW HOME OF SALEM PRESS' CONTENT ONLINE

Libraries and schools purchasing the printed version of any Salem Press title get complimentary online access to that title on our new online database, <http://online.salempress.com>. Combining Salem's Literature, History, Health, Science and Careers titles, students and researchers can now access all of their Salem content in one comprehensive site. Any school or library with print reference content in Salem Press' database is entitled to online access to that content. This access is an inherent part of our product.

Careers in Business

Hardcover ISBN: 978-1-61925-537-1

400 pages

\$95.00

Ebook ISBN: 978-1-61925-538-8

Editor: Michael Shally-Jensen

Publisher: Salem Press