

CONTENTS

| | |
|--|-----|
| Publisher's Note | vii |
| Editor's Introduction | ix |
| Advertising & Marketing Manager | 1 |
| Advertising Director | 15 |
| Advertising Sales Agent | 27 |
| Art Director | 38 |
| Broadcast Technician | 47 |
| Computer & Information Systems Manager | 60 |
| Computer Network Architect | 74 |
| Computer Programmer | 86 |
| Copywriter | 97 |
| Customer Service Representative | 113 |
| Database Administrator | 125 |
| Film & Video Editor & Camera Operator | 135 |
| General Manager & Top Executive | 149 |
| Graphic Designer | 164 |
| Information Security Analyst | 175 |
| Information Technology Project Manager | 188 |
| Journalist | 204 |
| Market Research Analyst | 220 |
| Motion Picture/Radio/TV Art Director | 233 |
| Multimedia Artist & Animator | 247 |
| Photographer | 259 |
| Public Relations Specialist | 270 |
| Software Developer | 283 |
| Writers & Authors | 296 |
| Appendix A: Holland Code | 311 |
| Appendix B: Bibliography | 315 |
| Index | 317 |