

JIST



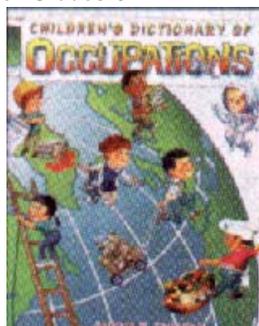
2005 Career Catalog

Caswell & Caswell 1-800-757-7667
www.teachersmarketplace.com

CAREER & LIFE PLANNING

Children's Dictionary of Occupations

An Invaluable Career Exploration Resource
For Grades 3-7



Revised for 2004 with new careers, updated descriptions of existing careers, and fresh illustrations! Get elementary and middle school students dreaming about the exciting world of work with the informative and entertaining Children's Dictionary of Occupations. It's filled with hundreds of job descriptions, illustrations, and individual and group activities that will ignite their interest and fuel their desire to find a career path that appeals to their likes and strengths. Written in age-appropriate language, the CDO is based on the widely recognized and newly revised Occupational Outlook Handbook, so job titles are indexed by Career Cluster as well as alphabetically. That lets young learners identify related jobs in the same area as they zero

in on the title that fits them best. The book also includes a section called Getting a Job to introduce students to the concept of career exploration and help them prepare to find their first job. It's never too early for kids to consider their occupational options—and the Children's Dictionary of Occupations is an excellent way to get them started! A Meridian Product. **Correlates to National Career Development Standards** One book. © 2004. **126 pp, copyright: 2004 EDP33584 \$15.95**

Career Exploration Children's Dictionary of Occupations Poster Pak - Set of 26



26 new 11 x 14 career posters (one for each alphabet letter) picture people doing actual jobs. Take 26 occupations from A to Z, create a beautiful, colorful image of someone doing the actual job, and add one of the dictionary people from the Children's Dictionary of Occupations, show a simple but thorough explanation of the nature of the job at the bottom and you have the new Children's Dictionary of Occupations Poster Pak! Each beautifully illustrated 11" x 14" poster will provide a constant source of interest whenever it's displayed. Great for a career day, a unit on career exploration, or to generate interest any time! Each poster comes with a free copy of the Children's Dictionary of Occupations.

♦ Automotive Mechanics ♦ Broadcast Technicians ♦ Chemists ♦ Dentists ♦ EMTs ♦ Firefighters ♦ Guards ♦ Hotel Desk Clerks ♦ Insurance Agents & Brokers ♦ Janitors ♦ Kindergarten Teachers ♦ Musicians ♦ Nuclear Medicine Technologists ♦ Optometrists ♦ Physical Therapists ♦ Quality Insurance Inspectors ♦ Roofers ♦ Secretaries ♦ Travel Agents ♦ Underwriters ♦ Veterinarians ♦ Writers ♦ X-Ray Technologists ♦ Yeoman (armed Forces) ♦ Zoologists

JJM27762 \$95.95/set of 26



Activity Packages for The Children's Dictionary of Occupations™

Expand and encourage further career exploration with the newly revised Children's Dictionary of Occupations Activities. These reproducible black-line masters provide interesting and thought-provoking activities - for groups, classroom activities and individual use. Designed to complement the Children's Dictionary of Occupations, the activities offer students a greater understanding of the world of work. And two age levels give teachers the flexibility needed to meet student needs. Use for ♦ career fairs ♦ classroom projects ♦ individual career exploration ♦ career counseling

A must-have companion to the Dictionary.

Activity Masters for Grades 3-4
EDP25025 \$15.95
Activity Masters for Grades 5-6
JJM25026 \$15.95

Elementary
& Middle
School Career
Exploration

The Children's Dictionary of Occupations™ CD-ROM

The new improved CD-ROM version of the Children's Dictionary includes all the revisions of the print version and features a spiffy new interface and some wonderful new features. Let your students browse the Dictionary alphabetically, title by title - or in Occupational Clusters - checking out related jobs. There's even a fun new game called "20 Questions" which leads children to groups of occupations based on their interests. And don't forget to check out the brand new interactive Dictionary feature entitled Getting A Job. But don't worry - we've kept those sections that made the CD-ROM such a popular and educational method of exploration - including the complete footage of the First Look at Careers video featuring live action footage of 41 careers! All of the occupation listings are narrated and feature full-color versions of the Dictionary Illustrations. And students may print out the occupations of interest. Using the best available multimedia technology to promote career education - what a dynamic way to capture student interest!

EDP25019 Windows or Mac \$99.95

Suggested PC configuration: Win95/98 or NT operating system; Pentium II or better processor; 64MB of RAM; 24X CD-ROM drive; VGA accelerator video card; Audio card; QuickTime 4.0. Minimum PC Configuration: Windows, Win95 or NT operating system; 386-33Mhz processor; 4MB of RAM/12MB for Win 95/98, 24MB for NT; CD-ROM drive; 16 color video; Audio card; QuickTime for Windows 2.12/3.0 for Win95/98/NT. Suggested Macintosh configuration: System 8.0/9.0 operating system; G3 or better processor; 64MB of RAM; 24X CD-ROM drive; VGA Monitor; QuickTime 4.0. Minimum Macintosh configuration: System 6.1 operating system; 68030 processor; 4MB of RAM; CD-ROM drive; 13" monitor; QuickTime 3.0

A First Look At Careers

This two part video set brings some of our "Dictionary People" to life as we sample occupations from airline pilot to veterinarian. The video uses character animation and live action footage to help students get a taste of the wide variety of occupational choices they will have - 40 occupations are sampled. This outstanding supplement to The Children's Dictionary of Occupations is an excellent addition to every library and classroom.

♦ Airline Pilot ♦ Architect ♦ Bank Teller ♦ Bricklayer & Stone Mason ♦ Composer & Typesetter ♦ Correction Officer ♦ Dental Hygienist ♦ Drywall Applicator & Finisher ♦ EKG Technician ♦ Electrician ♦ Firefighter ♦ Forester & Conservationist ♦ Geologist ♦ Guard ♦ Health Services Administrator ♦ Hotel Clerk ♦ Industrial Engineer ♦ Insurance Agent & Broker ♦ Jeweler ♦ Kindergarten & Elementary Teacher ♦ Librarian ♦ Mechanic, Automotive ♦ Meteorologist ♦ Nuclear Engineer ♦ Nurse's Aide & Orderly ♦ Occupational Therapist ♦ Optician ♦ Photographer ♦ Printing Press Operator ♦ Reporter & Correspondent ♦ Roofer ♦ Speech Pathologist & Hearing Specialist ♦ Store Manager ♦ Tile Setter ♦ Tool Programmer ♦ Travel Agent ♦ Underwriter ♦ Upholsterer ♦ Veterinarian ♦ Water & Waste Water Treatment Plant Operator

30 minutes, 2 VHS JJM24596 \$99.95
30 Minutes, 1 DVD JJM24596 \$99.95

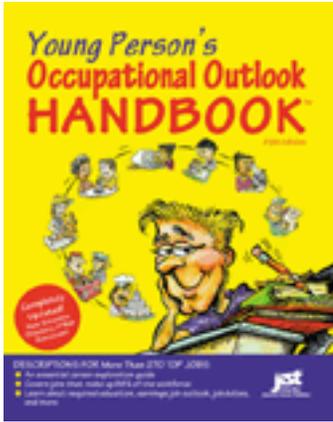
A Second Look At Careers

Building on the extremely popular *First Look at Careers*, this brand new 2-part video set takes an alphabetic *Second Look at Careers*. Once again, we've taken 40 occupations from *The Children's Dictionary of Occupations*, and brought them to life using real people at work. Students learn about the tools of the trade and the tasks performed on the job. They hear from workers who will tell them how to prepare for each job, including the education and training needed. Best of all, this fast-paced video set encourages your students to begin thinking about the future world of work and is an excellent introduction to career days, job fairs or classroom units on careers. Use alone or in conjunction with the newly revised *Children's Dictionary of Occupations*. If you've used *A First Look at Careers*, you'll love *A Second Look at Careers*. IF not, what a great way to introduce students to real world occupations!

♦ Aircraft Mechanic ♦ Accountant ♦ Broadcast Technician ♦ Butcher ♦ Carpenter ♦ Chemist ♦ Chiropractor ♦ Dancer ♦ Dentist ♦ EMT ♦ Economist ♦ Farmer ♦ Flight Attendant ♦ Glazier ♦ Home Appliance Repairer ♦ Home Health Aide ♦ Industrial Designer ♦ Information Clerk ♦ Janitor ♦ Judge ♦ Kitchen Worker ♦ Landscape Architect ♦ Lawyer ♦ Mail Carrier ♦ Manicurist ♦ Musician ♦ Nuclear Medicine Technologist ♦ Optometrist ♦ Physical Therapist ♦ Quality Assurance Inspector ♦ Real Estate Agent ♦ Respiratory Therapist ♦ Secretary ♦ Telephone Line Installer ♦ Urban Planner ♦ Vehicle Washer/Equipment Cleaner ♦ Writer ♦ X-Ray Technologist ♦ Yeoman (Armed Forces) ♦ Zoologist

33 minutes, 2 VHS JJM24609 \$129.95
33 minutes, 1 DVD JJM24609 \$129.95

NEW!



New Revision!

Young Person's Occupational Outlook Handbook (YPOOH), Fifth Edition

Reading Level: Grade 5, For: Gr. 5-9

By the Editors of JIST

Makes direct connection between school subjects and skills needed for jobs.

An Excellent First Reference for Exploring Careers:

- ◆ Essential resource for teachers, students, counselors, and parents
- ◆ Brief, interesting, up-to-date, accurate job information
- ◆ Easy to read

Based on the U.S. Department of Labor's *Occupational Outlook Handbook* (the most widely used career book ever), this book is ideal for helping young people explore careers. It clusters job descriptions, making it easy to explore job options based on interest. The *Young Person's Occupational Outlook Handbook* also makes direct connections between school subjects and the skills needed for jobs and provides direct support for school-to-work initiatives.

Young Person's Occupational Outlook Handbook Activities

In class and homework activities created especially for use with any edition of the YPOOH!

Sixteen-page workbook - less than \$1.00/copy!

A new activities workbook with fun and interesting activities that help students think about careers and their futures, explore the link between school and careers, and learn more about jobs that interest them.

Sixteen pages, individual or class use.

7x10, softcover, copyright 2003, package of 25

S5-J9767 1-9 packages \$24.95

10+ packages \$21.95

S5-J983X Single Copy \$1.25

CAREER & LIFE PLANNING

Winner

PMA Ben Franklin Award for BEst Juvenile/Young Adult Non-Fiction Book of the Year!

High Interest narration and page design!

- ◆ Each job has a one-page description
- ◆ Jobs are arranged in easy-to-find clusters

Young Person's Occupational Outlook Handbook, Fifth Edition

Authors: JIST Editors (based on U.S. Government data)

Format: 320 pp, 7.5x9, softcover

Copyright: 2004

C2-J1259 \$19.95

Related Products

- ◆ **Career Connections Jr CD-ROM**
- ◆ **The JIST Multimedia OOH, Fifth Edition**
- ◆ **JIST's Video Guide for Occupational Exploration**
- ◆ **Dream Catcher**
- ◆ **Pathfinder**

Career Connections Jr CD-ROM

For: Grades 5-9

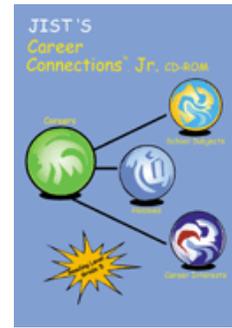
Entertaining career self-assessment plus solid information on 260 major jobs!

We've developed great new career exploration software for grades 5-9 or special-needs students. Career Connections, Jr. is "edutainment" software that helps students explore more than 260 jobs that cover 85 percent of the labor market! Colorful graphics, animation, sounds, and game themes make exploring careers fun!

Lots to See and Hear! When a user picks an occupation to view, a narrator describes the job (sound can be turned off) while the user sees text and a full-color photo showing people at work in this job. Clicking file folder tabs across the top of the screen easily changes the information displayed. Each description includes

- ◆ Information on earnings, education or training needed, and employment outlook
- ◆ A brief description of the job
- ◆ Details on working conditions
- ◆ Interesting, fun facts or stories related to the job
- ◆ Suggested activities for "trying out" the job
- ◆ Places to go for more information, including Web sites
- ◆ Hot links to related job titles
- ◆ Options to create one-page printouts to take home to parents
- ◆ Key Information Is Short, Interesting, Easy to Read. Job descriptions are based on JIST's Young Person's Occupational Outlook Handbook and include up-to-date details from the Occupational Outlook Handbook, the most widely used career reference ever.
- ◆ Three Career Assessment Games. Kids can choose one of three self-assessment career games to begin connecting careers to things they enjoy:
 - ◆ Career Pursuit—A board-game theme helps students use their favorite school subjects and activities to connect to career choices.
 - ◆ Pick a Card, Any Card—Animated cards introduce 14 major career interest clusters from the Guide for
 - ◆ Occupational Exploration.
 - ◆ 20 Questions—A quick and easy card game connects hobbies and free-time activities to career interests.

NEW!



Career Connections Jr CD-ROM

Audience: Grades 5-9

Production Date: 2004

Format: CD-ROM installs for Mac or Windows

System Requirements: Windows 3.1 or 95/98 or Mac, 8 MB RAM, Mouse, CD-ROM, SVGA Monitor with 512-K video memory

Production Date: 2004

Windows or Macintosh

CD-ROM

C2JS5486 \$149.00

Lab Pack (10)

C2-JS5494 \$349.00

Site License

C2-JS5508 \$499.00

- ◆ Each self-assessment game is quick and fun to use, and all incorporate solid career assessment principles.
- ◆ Wheel of Careers. Students can also go directly to a job title by selecting any letter to look up more than 260 jobs by title in alphabetic order.
- ◆ Hot Jobs Word Find. Or they can learn about high-interest jobs by challenging themselves with a puzzle that lists the titles of the top ten jobs, based on salary and projected growth—open-captioned video clips provide additional information on each job they find.

Other Features

- ◆ Accessible to a Wide Range of Grade Levels, Including Special-Needs Students.
- ◆ The high-interest text at a low reading level makes Career Connections, Jr. suitable for students starting in about fifth grade, including special-needs students.
- ◆ Engaging, Fun Graphics Enhance Kids' Natural Curiosity. We worked especially hard to create a program that teaches important career exploration skills and provides useful information, but in an engaging, interactive format.
- ◆ Easy to Use. Kids guide themselves with little or no teacher instruction. Most job descriptions can be reached with only two or three mouse "clicks"!

JOB SEARCH

Best Jobs for the 21st Century, Third Edition

J.M. Farr and L. Shatkin, Ph.D.

Reading Level: Grade 10, For: HS-Adult



- ◆ More than 500 Job Descriptions - 65 Best Jobs Listed
- ◆ An important and useful career reference for new graduates, career changers, job seekers and counselors, teachers, and librarians.
- ◆ Helps readers discover their best job options in just two steps: 1. Browse the lists for jobs that interest them. 2. Look up job descriptions for details on salary, growth potential, job tasks and skills, and much more.
- ◆ Provides lists of jobs that pay the most, are growing quickly, have numerous openings, fit personality types and interests are best for part-time work or self-employment, and more.
- ◆ Features handy printed tabs in Part II to help readers quickly find alphabetized job descriptions.
- ◆ Covers a wide range of fields and industries, and lists best jobs in all states and major cities.

New For This Edition

- ◆ Based on the latest government data and the U.S. Department of Labor's O*NET (Occupational Information Network) database version 4.
- ◆ Jobs included are truly the "best jobs." Unlike previous editions, and jobs chosen for the third edition are based on a combination of earnings, growth, and openings, rather than those jobs that met specified minimum criteria. Discover the 500 best jobs through 2010 with the best pay, fastest growth, and most openings. The authors have taken massive data from the Department of Labor's Occupational Information Network (O*NET) database and other sources and turned it into a useful and interesting reference for job seekers, students, career changers, and others. Features over 65 "best jobs" lists and 500 information packed job descriptions. This is the lead book in JIST's **Best Jobs** series, and it is a Publisher's Marketing Association award-winner for excellence. One of JIST's top-selling books!

Winner!
PMA Ben Franklin
Award Top Three
Career Books



Format: 688 pp, softcover,
copyright: 2004
C2-J9619 \$19.95

Expert Resumes for Computer and Web Jobs

By Wendy S Enelow and Louise M. Kursmark

Professional resume writers share their secrets and sample resumes for landing today's fastest-growing, highest-paying jobs.

Format: 272 pp, 8.5x11, softcover, copyright: 2001
C2-J7985 \$16.95



Expert Resumes for Teachers and Educators

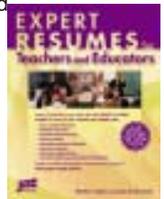
by Wendy S. Enelow and Louise M Kursmark

◆ One hundred letter-perfect resumes for teachers created by professional resume writers

◆ Valuable resume tips cross-referenced with resume samples - readers quickly see how to apply tips

◆ Occupation and feature indexes

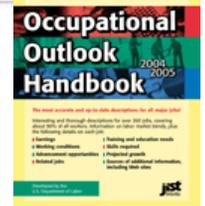
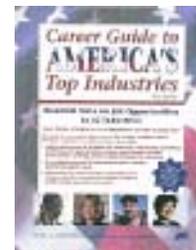
Format: 288 pp, 8.5x11, softcover, copyright: 2005
C2-J1267 \$16.95



Essential Career References Library Package

Here are the career references we think are the most important to have in a high school's career library. **Package Contents:** One copy of each reference book below.

J4889	Exploring Careers	\$29.95
J9880	Occupational Outlook Handbook	\$18.95
J9058	Young Person's Occupational Outlook Handbook	\$19.95
J8841	Enhanced Occupational Outlook Handbook	\$37.95
J9627	O*Net Dictionary of Occupational Titles	\$39.95
J6369	Guide for Occupational Exploration	\$39.95
J8868	Career Guide to America's Top Industries	\$12.95
J9619	Best Jobs for the 21st Century	\$19.95
J8612	300 Best Jobs Without a Four Year Degree	\$16.95
J8558	200 Best Jobs for College Graduates	\$16.95
CC-PKG28	One copy of each book	\$227.50



Save \$26!

TOP JOBS

(O*NET DOT) The O*NET Dictionary of Occupation Titles, 3rd Edition

by J. Michael Farr and L. Ludden, Ed.D.
Based on information from the U.S. Department of Labor
Reading Level: NA, For: HS-Adult

The definitive printed reference on occupational information!

- ◆ Completely revised second edition - just released!
- ◆ Detailed descriptions of 1,100 occupations covering nearly 100% of the U.S. Workforce.
- ◆ The ONLY print version of the O*NET data based on release 3.0!
- ◆ Replaces the *Dictionary of Occupational Titles*.

This is not simply a reprint of a book produced by the government. Rather, it's an original presentation that makes the very complicated O*NET data completely accessible to job seekers, career changes, and the professionals who work with them.

Completely Revised!

Changes in the new O*NET version are substantial, including many new, merged, or retired jobs and much new data.

Highlights include

- ◆ Completely updated job descriptions, including new pay data, new sections on Work Values and Interests, and crosswalks to the new Guide for Occupational Exploration.
- ◆ Revisions and updates are based on the newest O*NET database release 3.0 from the U.S. Department of Labor.
- ◆ Cross-references the older *Dictionary of Occupational Titles*, plus newer references that include the *Guide for Occupational Exploration*, *Classification of Instructional Programs*, and other major occupational references.
- ◆ Includes information on earnings, education, job growth, skills required, related jobs, and much more.
- ◆ New occupational groupings, using the Standard Occupational Classification (SOC) structure.
- ◆ Plus a thorough introduction explains what the O*NET is and includes important details on each information element in the job descriptions.
- ◆ Finally, there is a very useful appendix to explore careers based on interests!



The O*NET Dictionary of Occupational Titles, Third Edition
Author: J. Michael Farr and LaVerne L. Ludden, Ed.D. Based on data from the U.S. Department of Labor.

Format: 8.5x11, 704 pp, softcover and hardcover, copyright: 2004

Softcover C2-J9627 \$39.95
Hardcover C2-J9635 \$49.95

Related Products

- ◆ *Best Jobs for the 21st Century*, Second Edition
- ◆ *Best Jobs for the 21st Century for College Students*
- ◆ *Guide for Occupational Exploration*, Third Edition
- ◆ *Enhanced Occupational Outlook Handbook*, Third Edition
- ◆ *Quick Guide to College Majors and Careers*
- ◆ O*NET Career Interests Inventory
- ◆ O*NET Career Values Inventory
- ◆ The 50 Best Jobs for the 21st Century video series
- ◆ CareerOINK on CD
- ◆ *Exploring Careers*

JIST now publishes the widest and deepest array of books, videos, and software that are based on O*NET data!

© 2004, Caswell & Caswell, 1-800-757-7668, www.teachersmarketplace.com, Page 35



300 Best Jobs Without a Four-Year Degree

NEW!

By Michael Farr & LaVerne L. Ludden, Ed.D.,
database work by Laurence Shatkin, Ph.D.

Targeting the large number of people who did not graduate from four-year colleges, this new title features more than 50 "best jobs" lists, including best pay, fastest growth, most openings, best part-time, best for self-employment, and more.

300 Best Jobs Without a Four-Year Degree

Format: 7.5x9.25, 464 pages, softcover, copyright: 2003
J8612

\$16.95

Related:

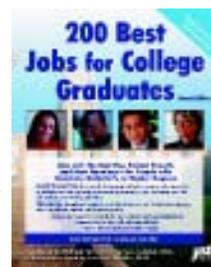
- ◆ *Four Year Careers Without A Degree Video*

NEW!

200 Best Jobs for College Graduates, Second Edition

By Michael Farr & LaVerne L. Ludden, Ed.D.,
database work by Laurence Shatkin, Ph.D.

A great resource that is fun to read! Features more than 50 "best jobs" lists and 200 information-packed job descriptions. Targeted at new two- and four-year college graduates, graduates who are changing jobs, PLUS people planning and researching majors and education options.



200 Best Jobs for College Graduates, Second Edition

Format: 7.5x9.25, 464 pages, softcover, copyright: 2003
J8558

\$16.95

Related:

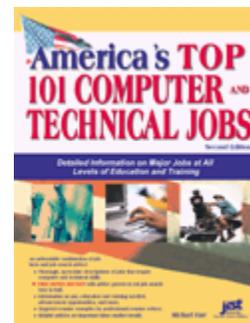
- ◆ *Promising Careers With a College Degree Video*
- ◆ *Quick Guide to College Majors and Careers*



America's Top Computer and Technical Jobs

Author: J. Michael Farr
Format: 368 pp, 8.5x11, softcover
copyright: 2004
C2-J0732

\$15.95



America's Top 101 Computer and Technical Jobs, Second Edition
Detailed Information on 87 Major Jobs at All Levels of Education and Training
By J. Michael Farr

- ◆ NEW Title in the America's Top Job series to address the demand for targeted information on occupations in the fast-changing computer and technical market!
- ◆ Based on the latest information from the U.S. Department of Labor!
- ◆ Tens of thousands of people are seeking or changing professional jobs in the high-tech arena.

Despite the widely publicized layoffs, computer and technical jobs are still the fastest growing sector of our economy. This new title in the popular America's Top Jobs series reflects the continued growth in demand for people with computer and technical skills. Based on data from the U.S. Department of Labor that's updated every two years.

TOP JOBS



Career Finder Plus

Reading Level: Grade 5+,
Interest Level: Grades 4 to 9

The multimedia career interest assessment and exploration tool that accesses more than 1,100 occupations!

Career Finder was one of the very first software programs to match a person's interests to possible occupations and careers. We always liked the program because it was very simple to use: Users answered just 18 questions and got a list of 20 best-fitting jobs; text is written at a fifth-grade reading level. This current "plus" version still has just 18 questions but includes a much larger database of jobs (1,109—users get a list of the 50 best matches), video clips, and pictures. PLUS, there are three additional paths to access the information about the world of work, career clusters, specific job titles, and even an individual's own interests.

Path 1—Career Worlds. Users select a career group and view a video covering the careers in that group and how they relate to one another. By choosing "More info," users can scroll through a list of occupations in the group, select an occupation, and access the Info Report screen with a complete description of job skills, required education, outlook, and salary.

Path 2—Explore. Users enter keywords and select one or more career types to search the entire database for career descriptions that match their keywords.

Path 3—Fast Facts. Users start their search by learning the answers to commonly asked questions and selecting a career to explore from the resulting list.

Path 4—Career Finder. Users answer 18 simple questions to generate a list of the 50 occupations that best "fit" their interests and preferences. Users can view these results through a Fit Report that indicates how closely each occupation matches their interests. To learn about a specific occupation, users go to the Info Report screen and click on an occupation for information on education, salary, job outlook, and job skills. The Info Report contains audio that reads aloud the occupation description.

Single CD-ROM, Format: CD-ROM installs for Mac and Windows 95, 98, and XP only.

Available as a Single CD-ROM or Lab Pack of 5. copyright: 1998

WG7395 Single CD-Rom \$99.00

America's Top 101 Jobs for People Without a Four-Year Degree, Seventh Edition

Detailed Information on 173 Good Jobs in All Major Fields and Industries

by Michael J. Farr

Reading Level: Grade 8, For: HS-Adult

A major revision of this targeted reference!

- ◆ All new job descriptions with the latest earnings and other details.
- ◆ New content on education options, labor market trends, industries, and occupations with the best pay and growth potential.
- ◆ New "Top Jobs" lists of best paying and fastest growing jobs at different levels of education and training.

Many rapidly growing jobs do not require a four-year college degree. Jobs with good pay and rapid growth are available in health care, technology, transportation, sales, business, human services, and many other areas. This book will help job seekers and career changers find them. An essential reference for anyone wanting to get ahead.

Features

- ◆ **More than 100 Major job descriptions.** Thorough and up-to-date descriptions of jobs that do not require a four-year college degree, with details on earnings, training required, working conditions, projected growth, and more.
- ◆ **Career planning and job search advice.** A helpful section presenting Mike Farr's results-oriented career planning and job search techniques. Includes tips on exploring career options, defining your ideal job, writing resumes, getting two interviews a day, answering problem questions, surviving unemployment, and more.
- ◆ **Industry and labor market trends.** Well-written articles on major trends and how to take advantage of them in career planning.
- ◆ **Details on the top 500 jobs.** Including data on earnings, employment growth, education required, unemployment rates, and more.
- ◆ **Resume examples by professional resume writers.** For jobs that don't require college degrees.

Format: 368 pages, softcover, Copyright: 2005
S5-J0724

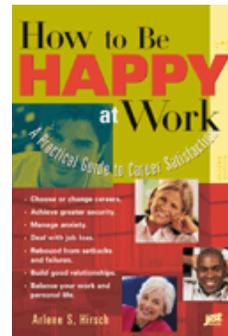
\$15.95



How to Be Happy at Work

By Arlene S. Hirsch

How to overcome the most common obstacles to career fulfillment!



Everyone faces the impediments to career success. Now there's a special resource - **How to Be Happy at Work** - that shows readers how to overcome the most common obstacles, including career choice/change, achieving greater success, managing anxiety, dealing with job losses, rebounding from setbacks and failures, building good relationships, and balancing work and family needs.

Besides these obstacles, the last few years have been especially challenging for many due to dramatic events of 9/11 and the meteoric growth - and subsequent crash - of the Internet economy

and the dotcoms. Both of these events caused many people to reexamine their fundamental values and question their career and jobs.

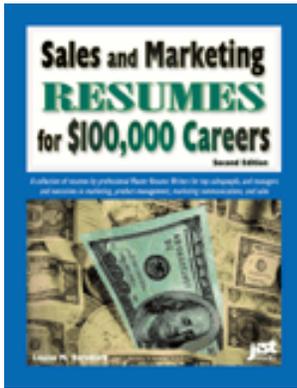
This book includes a balanced mix of anecdotes, real-life stories and case studies, practical advice, and self-quizzes to help readers assess personal career goals and needs and develop effective career/life strategies. Plus there are assessment tools and exercises, including a "Career Happiness Plan."

How to Be Happy at Work

Format: 6x9, 304 pages, softcover, copyright: 2004
J9805

\$14.95

CAREER DEVELOPMENT



Sales and Marketing Resumes for \$100,000 Careers, 2nd Ed.

by Louise Kursmark

A superb collection of 140 sample resumes written by professional resume writers for high-power salespeople, managers, and executives in marketing, product management, and sales.

Format: 368 pp, 8.5 x11, softcover, copyright: 2004

C2-J0139

\$19.95

Seven Steps to Getting a Job Fast

by J. Michael Farr

- ◆ Ideal for a job search workshop or short course!
- ◆ A great "giveaway" for unemployed or soon-to-be unemployed persons!
- ◆ Only \$5.95 when buying 100 or more!



Excellent coverage of ALL major career planning and job search topics. This is the "bookstore" version of **The Quick Job Search** - but with more examples, different design, and some extra features. The previous edition sold very well in bookstores and to programs. The reason: It is short, well written, fun, results-oriented, and inexpensive. And this 2002 revision includes new advice on using the Internet in the job search and many other improvements.

Instructors like its step-by-step format, worksheets, checklist, and other features - and its topics provide the exact structure of a workshop or short course on career planning and job seeking.

Here are the **Seven Steps**:

1. Identify your key skills and develop a powerful skills language
2. Define your ideal job.
3. Use methods that can cut your job search time in half.
4. Write a superior resume.
5. Organize your time to get two interviews a day.
6. Dramatically improve your interview skills
7. Follow up on all levels.

Seven Steps to Getting a Job Fast

Author: J. Michael Farr

Format: 160 pp, 6x9, copyright: 2002

C2-J8884 1-9 \$8.95 each

10+ \$6.95 each

And there is even a thorough instructor's guide! The instructor's guide and transparency set for Getting the Job You Really Want cover all the topics in Seven Steps and include group activities, additional worksheets, discussion questions, homework, and more. Enjoy!

Note: **Seven Steps to Getting a Job Fast** is the updated and expanded version of **How To Get A Job Now!**, also by J. Michael Farr. Limited copies of **How to Get a Job Now!** may still be available for \$6.95 - use order code J2908



Individual Career Portfolio, First Edition

by Norene Lindsay

A neat, efficient, permanent way to organize students' personal information and individual career/educational plans.

Middle, junior high, and high school students can plan their high school years with this portfolio. Covers the 16 career interest areas. These 16 career clusters are taken from the Department of Education. It is used to support existing career exploration/awareness activities. Stores important documents and records essential details, including career interests, etc.

Six-Panel File Folder

Individual Career Portfolio, First Edition

Author: Norene Lindsay

Format: 11.75x9, pkg of 25, 6-panel file folders copyright: 2005

C2-JA1496

1-9 pkgs

\$29.95

Panel 1:

Individual Career Portfolio

Panel 2:

My Individual Career Plan
Career Interest Assessment Results
Other Assessment Test Results

Panel 3:

My Employability skills
My Work Experience
Skills Employers Seek

Panel 4:

My Extracurricular Activities
Honor and Awards
Yearly Review of Educational Plans

Panel 5:

My Career Research
My Career Choices
Career Research Methods Used
Yearly Review of Career Goals

Panel 6:

My Educational Plans
High School Plans for Each Grade

Tough New Labor Market - And What It Takes to Succeed, Revised Edition

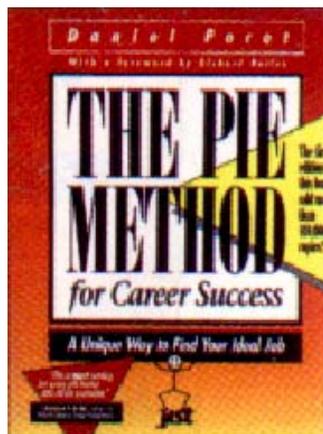
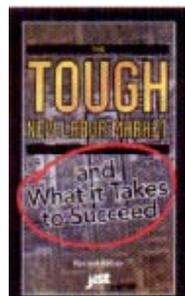
In a documentary news-style format, viewers of this award-winning video:

- ◆ Get an excellent insight into labor market trends from labor market experts.

29 minutes, copyright: 2000

C2-JV627X

\$99.00



The PIE Method for Career Success

A unique way to find your ideal job

by Daniel Porot, Foreword by Richard Bolles

- ◆ The best workbook to teach job interviewing skills

◆ Very graphic and visual format
Danile Porot is Europe's leading career counselor, and this is the English-language edition of his best-selling book. With clear narrative and many examples, worksheets, and checklists. Can be used by individuals or in class settings with a wide range of audience from unemployed executives to students to blue-color workers.

Format: 288 pp, 7.5x9.25, softcover, copyright: 1996

C2-J1820

\$14.95

JOB SEARCH VIDEOS

Recommended by Video Librarian!

How to Find a Job on the Internet

Why Work Without a "Net"

" Step-by-step answers to common questions about search on the Internet!

" Recently updated!

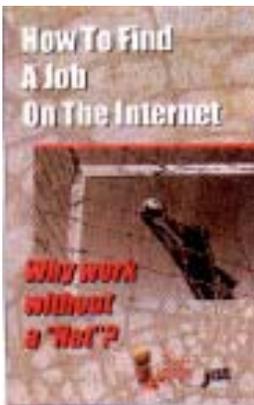
" Make the Internet a tool in YOUR job search!

The Internet has evolved as a key tool for job seekers - there are now *thousands* of job sites with literally millions of job postings in a variety of fields. In this video, four typical job seekers bring up common misconceptions and questions that are answered with a wide "show and tell", a fun mix of step-by-step demonstrations, screen captures, and animation. First, **How to Find a Job on the Internet** shows job seekers that *the Web includes job listings for all types of occupations* - from entry-level to experienced, white-collar and blue-collar, traditional and nontraditional. Then the video covers a host of topics, including

- ◆ Using search engines
- ◆ Conducting keyword searches by job field, job title, job location, and more
- ◆ Signing up for job search agent that scans sites and alerts the job seeker to opportunities
- ◆ Searching company Web sites for job listings and background information
- ◆ Using e-mail effectively in correspondence with employers
- ◆ Creating effective electronic resumes
- ◆ Interview tips from a job seeker who successfully landed a great job by posting a resume on the Internet

The video even shows how to research the cost of living in other cities to determine the computability of out-of-town job offers.

BONUS: A six minute "trailer" lists key resources and Web sites, including search engines, employment sites, newsgroup listings, sites with free e-mail, resume preparation resources, sites to post online resumes, Web business directories, and sources of career-management information. Viewers get the know-how and most importantly the confidence to include the Internet in their job search and use the wealth of online career-related resources.



How to Find a Job on The Internet

Length: 28 minutes, plus 6-minute trailer listing Web sites

Style: Humorous, informational

Key Characters: Caucasian host, animated Caucasian and African-American characters

Production Date: 1999

C2-JV5982 \$99.00

WINNER!

New York Film Festival

Worldfest

Videographer Awards, Honorable

Mention

You DO Have Experience!

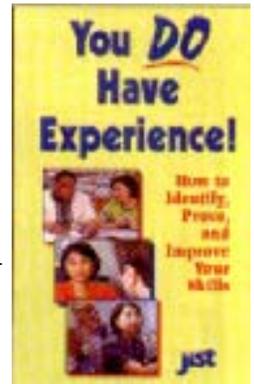
Length: 23 minutes

Style: Dramatic

Key Characters: Caucasian, African-American, Hispanic

Production Date: 1999

C2-JV6075 \$149.00



You DO Have Experience

How To Identify, Prove, and Improve Your Skills For Grades 7-Adult

Employers emphasize that THE most important aspects of an interview are

1) A candidate must be able to relate their skills and abilities to those the employer seeks, and 2) They *must* be able to offer proof. But suppose you're up for your first entry-level job, and you've yet to develop the specific skills and experience called for. Is there a way to present existing skills that could get a job offer, *regardless of experience*? Happily, the answer is YES! Even entry level job seekers possess much more experience that they realize. Part-time and summer jobs, volunteer activities, hobbies, and school-related activities are all sources of *transferable skills* that are sometimes *more* important to employers than job specific experience or training.

Viewers follow four job seekers and learn:

- ◆ Various life experiences supply plenty of "first job" skills and abilities
- ◆ The high value employers place on transferable skills
- ◆ How to identify, feature, and prove their transferable skills to employers, thereby presenting themselves in a more positive light
- ◆ How first-time and entry-level job seekers with average or below average grades can "get in the game" too

A strong presentation of transferable skills can make you the superior candidate for the job you seek even if your specific skills and experience don't appear ideal at first.

Build a Network for Work and Life

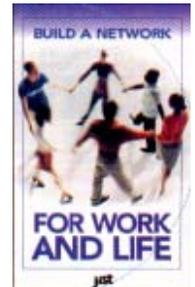
Length: 25 minutes

Style: Informational, entertaining

Key Characters: Caucasian, Asian-American, African-American

Production Date: 1999

C2-JV6067 VHS \$99.00



Build a Network for Work and Life

Recommended by Video Librarian

Great life skills advice for experienced professionals, entry-level workers, students, managers, shy people, entrepreneurs, job seekers - anyone wanting upward mobility.

"Networking" is a fancy word for putting some structure and purpose behind our contacts with people. But most people don't know what constitutes *effective* networking, it's rarely taught in school; in fact, many people dread doing it.

Build a Network for Work and Life examines key networking elements: building relationships, being strategic, maintaining relationships, and expanding a network. Practical content is based on an authoritative book, **Networking for Everyone!**

- ◆ Viewers learn a definition of "networking," why they should network, and when and how to network effectively

- ◆ Addresses common viewer concerns:

"I don't know anyone"

"I'm not the networking type"

- ◆ Viewers discover the networks they already have; how to expand them; and how to access print, electronic, and people resources to support and enable their networking efforts.

Very good for business settings, college placement centers, one-stop centers, welfare-to-work programs, schools, and organizations and professionals who work with people who can benefit from better networking skills.

JOB SEARCH SOFTWARE

NEW!

The **ONLY** software with complete data from the **NEW O*NET**, the **Occupational Outlook Handbook** and the **Dictionary of Occupational Titles**



CareerOINK on CD

Format: CD-ROM installs for Windows 95 or newer

System Requirements:

PC that runs Windows 95 or newer.

Recommended 8x CD-ROM or faster

Production Date: 2002

PC/CD-ROM	
C2-JS868X	\$295.00
Lab Pack	
C2-JS8922	\$600.00
Site License	
C2-JS8930	\$995.00

CareerOINK on CD

Quick Information on 14,000 Job Titles!

- ◆ Operates just like a Web site!
- ◆ Includes all major career sources!
- ◆ Replaces *JIST's Electronic O*NET Dictionary of Occupational Titles CD-ROM*.

The most thorough career information program available!

Yes, **CareerOINK** is a funny name - it stands for Career Information Kingdom - and it replaces our older program, *JIST's Electronic O*NET*

Dictionary of Occupational Titles CD-ROM.

Extensive Crosswalks and Search Ability

Allows quick jumps from one information source to any other. For example, find a job in the **OOH**, then cross-reference to related **O*NET** jobs, **DOT** jobs, and other systems. And users can run access job titles through **GOE** interest areas as well.

Premier Lists from *Best Jobs for the 21st Century*

CareerOINK includes four of the major lists from the latest edition of the *Best Jobs for the 21st Century*. Best jobs overall, best paying jobs, fastest growing jobs, and jobs with the most openings. And all jobs on these lists have hot links to descriptions and more information., Very helpful.

Multiple Print Options - Print/Copy

Users can print from the full text of the **O*NET DOT**, the **DOT**, and the **OOH**. Plus, virtually everything can be cut and pasted to any windows word processor.

Our new CareerOINK includes all new information and now operates just like a Web site, making it much easier to use. These and other improvements make CareerOINK the best occupational information program available for self-guided career exploration.

CareerOINK includes all major career information sources:

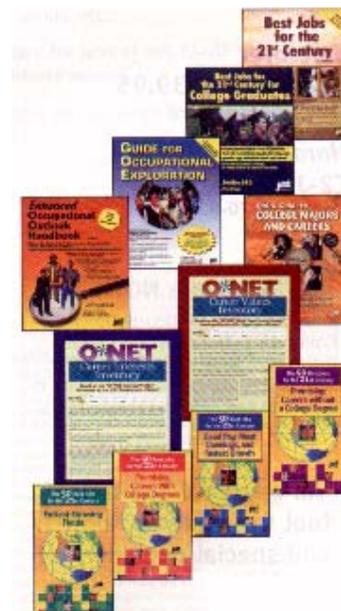
- ◆ Complete descriptions on the 250 jobs in the **Occupational Outlook Handbook**
- ◆ Descriptions for about 1,000 jobs from the **O*NET (Occupational Information Network)** database, new version 3
- ◆ All 12,741 job descriptions from the **Dictionary of Occupational Titles (DOT)**
- ◆ All new information from the 2001 edition of the **Guide for Occupational Exploration (GOE)**

CareerOINK can be used to

- ◆ Explore career and learning options
- ◆ Consider additional education or training
- ◆ Explore career options based on interests
- ◆ Learn specific skills or education/training needed
- ◆ Identify alternative job search targets
- ◆ Prepare for a job interview
- ◆ Identify skills needed for a promotion or job change

PLUS, even more!

- ◆ VERY easy to use!
- ◆ Includes training and education courses and programs for each job from the **Classification of Instructional Programs (CIP)**
- ◆ Information-packed descriptions from the 2002 edition of the **O*NET Dictionary of Occupational Titles**. Includes earnings, projected growth, education needed, skills, and much more.
- ◆ Explore options by interests, job groupings, job title, or job number.



Books and Videos related to Career OINK on CD

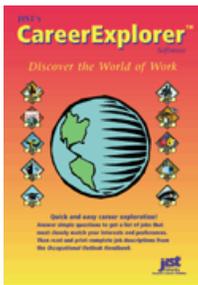
Books

- ◆ *Guide for Occupational Exploration*, Third Edition
- ◆ *O*NET Dictionary of Occupational Titles*, Second Edition
- ◆ *Best Jobs for the 21st Century*, Second Edition
- ◆ *Best Jobs for the 21st Century for College Graduates*
- ◆ *Enhanced Occupational Outlook Handbook*, Third Edition
- ◆ *Occupational Outlook Handbook*, 2002-2003 Edition
- ◆ *America's Top Military Careers*, Third Edition
- ◆ *Quick Guide to College Majors and Careers*

Videos

- ◆ *The 50 Best Jobs for the 21st Century, Good Pay, Most Openings and Fastest Growth* video
- ◆ *Promising Careers Without a College Degree* video
- ◆ *Fastest Growing Fields* video
- ◆ *Promising Careers with a College Degree* video

JOB SEARCH SOFTWARE



CareerExplorer CD-ROM, V.3.0

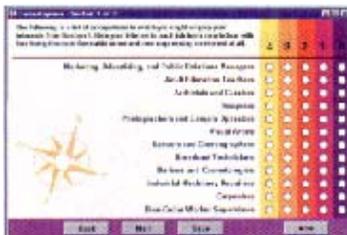
For: HS-Adult

Explore interests and find the best 20 matches from jobs in the Occupational Outlook Handbook in just 15 to 20 minutes! Up to Date and includes completely new data from 04-05 OOH

Wouldn't it be great if a simple interest inventory could point directly at the best career information?

We thought so much of the idea that we produced a new CD-ROM that combines the power of two excellent career information resources, the **Occupational Outlook Handbook (OOH)** and the **Guide for Occupational Exploration**. In about 30 minutes, users can indicate their interests and get a list of the best 20 occupational matches. Then they can access these occupations in the **OOH** and read about

- ◆ Nature of work
- ◆ Working Conditions
- ◆ Training, other qualifications, and advancement
- ◆ Employment
- ◆ Earnings
- ◆ Job Outlook
- ◆ Related occupations
- ◆ Sources of additional information



How CareerExplorer Works

About 250 occupations are divided into 11 groups, and the software goes through the same sequence of questions and choices for each group. As each group comes up, this question is asked: "In your work, would you like to do any of the following?" Users scan 4 to 6 job duties. A "no" answer sends them to the next sections where the question is repeated with different job duties; a "yes" answer moves users to more in-depth "yes or no" questions and finally to rank potential jobs on a scale of 0 to 4.

Responses Can Be Saved at Any Time

At any time as users go through the 11 sections, they can save their responses and come back later to finish the sections or to modify previous responses. Responses for multiple users can also be saved.

Mike Farr's Get a Job Workshop on CD-ROM

Professional Edition

Now everyone can attend a one-on-one workshop presented by Mike Farr.

Now any high school, college, or nonprofit group that offers job search workshops can provide one-on-one training to individuals without delay. And the program has great applications as a coaching tool - students can go through the program and identify areas where they need additional training and assistance.

You probably know Mike Farr from his books - he's written more than 20 that have sold more than 2 million copies nationwide. There are many reasons Mike's books are so popular - for starters, they present practical, results-oriented methods that are proven to cut job search time in half.

But here's a little secret: One of the most important reasons Mike's methods are so effective is that he has trained thousands of job seekers in hundreds of workshops. In fact, he continues to train professionals each year.

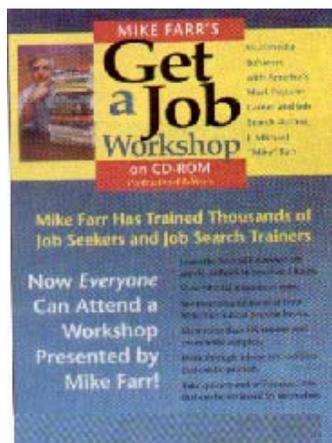
Now you can attend one of his workshops, too! America's premier career and job search author has a terrific new multimedia computer program: **Mike Farr's Get a Job Workshop on CD-ROM**.

Features

- ◆ Teaches the best self-directed job search methods in less than three hours
- ◆ Includes 60 minutes of video from the most popular JIST videos
- ◆ Instruction from Mike Farr never shown on video
- ◆ Material from three of Mike's most popular books
- ◆ Interactive exercises that can be printed by the user
- ◆ Includes the complete text of the **Occupational Outlook Handbook**, plus more than 7,000 job descriptions from the **Dictionary of Occupational Titles**
- ◆ Browse and copy more than 100 resumes and cover letters
- ◆ Provides a quiz and self-evaluation for review by instructors

Eight Program Components

- 1. Defining Your Ideal Job.** Users complete each job section of the "job wheel," then print the results, and explore possible careers that fit their interests and values.
- 2. Skills Assessment.** Explains three types of skills, along with checklists that can be printed by users.
- 3. Job Search Methods.** Traditional and nontraditional methods are explored, along with six steps for networking.



4. Resumes, Cover Letters, and the JIST Card.

Includes 100 sample resumes and cover letters.

5. Interviewing and Salary Negotiation. Includes the seven phases of the interview and how to answer the most common interview questions.

6. Surviving on the New Job. Surveys the 11 reasons people get fired and how to avoid them.

7. Self Evaluation. Includes a self-evaluation that helps users identify areas they could learn more about.

8. Bibliography. Extensive resources about the subjects in the program.

Mike Farr's Get a Job Workshop on CD-ROM, Professional Edition

Audience: Grades 11+

Format: CD-ROM install for Windows 3.1

System Requirements: Windows 3.1 or 95/98, 16 MB RAM, Mouse CD-ROM, SVGA Monitor with 512+K video memory

Production Date: 1999

CD-ROM

C2-JS2053 \$295.00

Lab Pack 10 CD-Roms

C2-JS5052 \$600.00

CD-Rom Site License

C2-JS5060 \$995.00

Displays List of 20 Best Matches

When all 11 sections are complete, **CareerExplorer** displays a list of the best 20 job matches. When users select any of these 20 occupations, they see a full-color photo of a person working in that occupation plus the thorough narrative description from the **OOH**. The narrative is divided into 8 pieces, each accessible by pushing a button: nature of work, working conditions, employment, training, job outlook, earnings, related occupations, and sources of additional information.

Print Options

A four-page printed report can be printed for any occupation, and the list of 20 best matches can also be printed - allows student users to take information home to show parents.

CareerExplorer CD-ROM, V.3.0

Audience: HS-Adult

Format: CD-ROM installs for Windows

System Requirements: Windows 3.1 or newer, 16 MB RAM, Mouse, CD-ROM, SVGA Monitor with 512+K video memory

Production Date: 2004

CD-ROM 3.0 C2-JS0252 \$295.00

Lab Pack (10) C2-JS0260 \$600.00

Site License C2-JS0279 \$995.00

JOB SEARCH SOFTWARE

JIST's Multimedia Occupational Outlook Handbook (OOH), Fifth Edition CD-ROM

- ◆ Fifth Edition includes 40 all-new video clips
- ◆ Now with lists of top jobs for the 21st century
- ◆ Includes color video, music, and sound
- ◆ The **ONLY OOH** CD-ROM with powerful search features



FIRST: Take the most widely used and respected career reference in the industry: The *Occupational Outlook Handbook (OOH), Fifth Edition*.

SECOND: Add a powerful electronic search engine with a friendly graphic interface.

THIRD: Enhance the text with new video clips.

The results? A dynamic tool for students, career counselors, job seekers, and professionals. The *Multimedia Occupational Outlook Handbook, Fifth Edition* blends the more traditional book narrative with today's technology. Now, finding occupational information is easier than ever - the added video, sound, and music bring that information to life for better understanding and use.

PLUS: This new edition includes several lists of best jobs for the 21st century from a variety of perspectives - fast-growing, highest paying, best for first time job seekers, etc. Among the sort options, users can search the data by topics like best-paying jobs, jobs with the highest growth potential, entry-level positions within a specific industry, and much more.

◆ **More than a dozen lists of the "top" jobs - fastest growing, highest paying, best for first-time job seekers, etc.**

◆ **Greatly improved custom search features allow users to search**

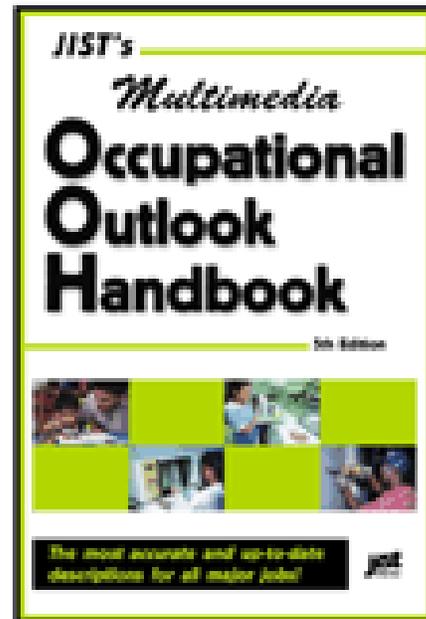
- ◆ By job title
- ◆ By job occupational cluster
- ◆ By educational requirements
- ◆ By salary level
- ◆ By growth potential
- ◆ Much more!

◆ **Updated content from the *Occupational Outlook Handbook Fifth Edition***

◆ **Provides detailed descriptions for more than 260 jobs in ten occupational clusters**

◆ **Features 40 video clips with full -color photos and sound**

◆ **Single user, lab pack, site license versions ready to run with Windows 3.1 or higher.**



JIST's Multimedia Occupational Outlook Handbook, Fifth Edition

Audience: Grades 7+

Format: CD-ROM installs for Windows

System Requirements: Windows 3.1 or newer, 16 MB RAM, Mouse, CD-ROM, SVGA Monitor with 512+K video memory

Production Date: 2003

PC/CD-ROM

C2-JS9120 \$99.00

Lab Pack (10 CD-ROMs)

C2-JS9139 \$199.00

CD-ROM Site License

C2-JS9147 \$495.00

Related Products:

- ◆ *Occupational Outlook Handbook*
- ◆ *Young Person's Occupational Outlook Handbook*
- ◆ *Best Jobs for the 21st Century*
- ◆ *Best Jobs for the 21st Century for College Graduates*
- ◆ *Career & Life Explorer*
- ◆ *Enhanced Occupational Outlook Handbook*
- ◆ *O*NET Dictionary of Occupational Titles*
- ◆ *CareerOINK on CD-ROM*

Ordering Information

**All Orders Should be Addressed to:
Caswell & Caswell
3571 Newgate
Troy, MI 48084**

WHEN ORDERING BY PHONE please let us know if a confirming purchase order will be sent. This will help us avoid possible problems with duplicate orders.

To Order Toll Free Call: 1-800-757-7668

To Order by Fax 1-248-646-4359

METHOD OF SHIPMENT will be United Postal Service unless special request is made by the customer or we see a need to ship via another service.

SHIPPING AND HANDLING CHARGES are typically 10% of the total order. There is a \$4.50 minimum charge. Residential customers have a minimum charge of \$5.25

ORDERS FROM INDIVIDUALS should be prepaid. Be sure to include state sales tax.

**ALL CHECKS OR MONEY ORDERS MADE PAYABLE TO:
CASWELL & CASWELL**

ORDERS FROM EDUCATIONAL INSTITUTIONS should include a purchase order number when possible and must be on either official stationary or an official purchase order form.

**CLASSROOM DISCOUNTS ARE AVAILABLE.
PLEASE CALL FOR INFORMATION.**

EXAMINE ALL MATERIALS AS SOON AS RECEIVED! Notify us of damaged or missing items immediately.

ALL RETURNS MUST BE AUTHORIZED BY CASWELL & CASWELL. Permission to return should be requested and authorized in writing. We will not issue credit on unauthorized returns. All returned material must be in perfect, unmarked, saleable condition.

ALL PRICES IN THIS CATALOG are subject to change because of possible producer price changes. We bill at the producer's latest selling price. In case of a sizable increase in price, we will notify prior to shipment for confirmation.

