

# JIST



# 2005 Career Catalog

Caswell & Caswell 1-800-757-7667  
[www.teachersmarketplace.com](http://www.teachersmarketplace.com)

# CAREER & LIFE PLANNING



## Developing Career and Living Skills

Mary Sue Burkhardt, Interest Level: Grades 3 to 6

Available in Softcover or Hardcover, HC = Hardcover, SC = Softcover  
*Developing Career and Living Skills* equips students with skills and attitudes necessary for a successful high school career and transition into postsecondary and workplace environments by investigating trends in careers, career opportunities, and life skills. With a strong emphasis on career education, this text is a tool that complements and enhances existing curricula and standards.

Written for the *Orientation to Life Career* course (grades 8 to 11), *Developing Career and Living Skills* includes colorful charts, illustrations, activities, chapter reviews, vocabulary terms, and learning objectives. Numerous teachers and professors have reviewed and class-tested this new product and found it to be outstanding.

### KEY FEATURES

- ◆ Current and up-to-date information
- ◆ Clear, engaging writing style and interior design
- ◆ Interactive activities that enhance student learning, such as case studies and role-playing
- ◆ Thorough coverage of career planning, job searching, and workplace competencies—from a career publisher's perspective
- ◆ Excellent coverage of family and living skills—written by a true consumer science teacher and writer
- ◆ Strong academic correlation with math, language, social studies, and science activities
- ◆ Focus on problem-solving and higher-level thinking skills
- ◆ Supplements that are closely integrated with the textbook
- ◆ Modular approach with content that is easily adapted to meet course requirements and student needs

Format: 8.5 x 11, 448 pp. (est.), Copyright: 2005

TG Format: 464 pp. (est.), 8.5 x 11, Hardcover, Copyright: 2005

<b>J1127</b>	<b>Softcover</b>	<b>\$24.95</b>
<b>J1127</b>	<b>Hardcover</b>	<b>\$39.95</b>
<b>J1135</b>	<b>Teacher Guide</b>	<b>\$39.95</b>
<b>J1143</b>	<b>Instructor CD-Rom</b>	<b>\$29.95</b>
<b>J1232</b>	<b>Student Asses Tool Pkg 10</b>	<b>\$29.95</b>

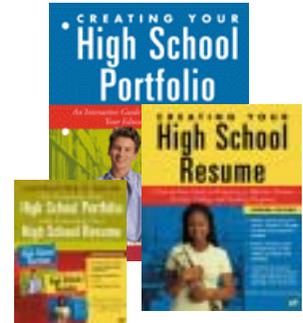
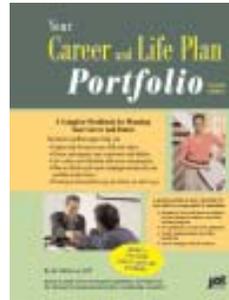
## Instant Resume and Portfolio Package

**Package Contents:** 25 copies of *Creating Your High School Resume OR Creating Your High School Portfolio*, and one *Instructor's Guide*.

Resumes and/or portfolios are covered in many of our job search materials, but we have two workbooks on these topics specifically for high school students. *Creating Your High School Resume* is an interactive workbook with lots of activities, case studies and samples - including Web resumes. *Creating Your High School Portfolio* has activities on career interests, career options, and job search and retention. *Instructor's Guide* has activities and session ideas for both books. **Note:** Order additional student workbooks at a discount price of \$8.06 each when you order the package.

J9023	Creating Your High School Resume (25)	\$8.95
J9066	Creating Your High School Portfolio (25)	\$8.95
J9082	Instructor's Guide (1)	\$14.95
CC-PKG45	Creating Your High School Resume Package Save \$35!	\$203.70
CC-PKG44	Creating Your High School Portfolio Package Save \$35	\$203.70

SEE COMPLETE INFORMATION ON RESUME & PORTFOLIO PACKAGE ON PAGE 24!

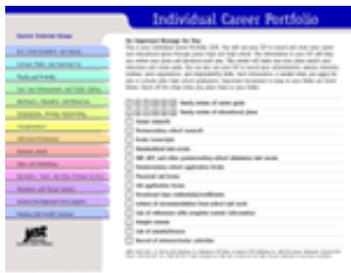


## Instant Career and Life Planning Portfolio and Resume Program Package

**Package Contents:** 25 copies of *Your Career and Life Plan Portfolio* and one *Instructor's Guide*. Build a class around this portfolio workbook! It has a new instructor's guide, and its content may be supplemented with another job search or resume book plus instructional materials used in other instant program packages. **Note:** Order additional student workbooks at a discount price of \$8.96 each when you order the package.

J9074	Your Career and Life Plan Portfolio (25)	\$9.95
J966X	Your Career & Life Plan Instructor's Guide (1)	\$14.95
CC-PKG50	Instant Career & Life Plan Package Save \$20!	\$243.70

SEE COMPLETE INFORMATION ON LIFE PLAN PORTFOLIO ON PAGE 15!



## Individual Career Portfolio, Third 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. Use as is, or use it to record activities from Pathfinder, JIST-published career exploration workbooks. The file folder design makes it perfect to document and store student's career exploration and decision-making activities. Designed for students to participate in completing each section.

### Individual Career Portfolio, 3rd Edition

**Author:** Norene Lindsay

**Format:** 11x8.5, pkg of 25, 6-panel file folders

**Copyright:** 2004

**C2-JA0813 1-9 \$29.95**

**10 + packages \$26.95**

### Six-Panel File Folder

**Panel 1:**  
Individual Career Portfolio

**Panel 2:**  
Basic participant information  
Career interest test results  
Interest area records

**Panel 3:**  
Employability skills

### Panel 4:

Extracurricular activities  
Honor and rewards  
Yearly review of educational plans

### Panel 5:

Career research  
Initial career choices

### Panel 6:

Educational plans

# CAREER & LIFE PLANNING

## Careers Without College Series

Fourteen very attractive, easy-to-read books designed for those who don't have - or plan on getting - a four-year college degree. Each book features five jobs in a particular industry or career area. Requires average reading ability.

**Set of 14 Books**

**D2-PG2560 \$119.30**



Individual titles @ \$9.95 each

Cars D2-PG2559  
Computers D2-PG2553  
Fashion D2-PG2558  
Health Care D2-PG2556

Individual titles @ \$7.95 each

Building D2-PG2584  
Emergencies D2-PG2554  
Entertainment D2-PG2579  
Fitness D2-PG2557  
Kids D2-PG2555  
Money D2-PG2582  
Music D2-PG2583  
Office D2-PG2578  
Sports D2-PG2580  
Travel D2-PG2563

Buy One for every student or client for just \$1 each after the 1st package purchased!

## The Pocket Book of Job Search Data & Tips, 2nd Edition

*J. Michael Farr*

**Document all the details for interviews, applications, resumes, and the job search in a portable format!**

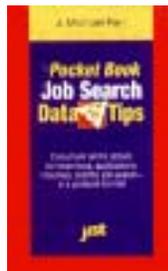
At only 32 pages and a compact 5 x 7 size, this booklet fits in any pocket or purse. Keep it handy throughout the job search to find easily forgotten details such as phone numbers of past employers and addresses of references.

Includes worksheets for personal information, job preferences, health information, school experience, other training, work experience, special skills, other life experience, key skills lists, and references - information required on most employment applications.

In addition, Mike Farr provides tips for increasing your job search effectiveness, finding job leads, using the telephone, networking, completing applications, using a JIST Card, answering interview questions, and following up on leads.

Format: 32 pp, 3.75x6.5, softcover, copyright: 2003  
**C2-J7608 \$29.95/pkg of 25**

**Free Sample!**  
**Call 1-800-757-7668**



## The Data Minder Second Edition

**A Portable Job Search Assistant**

by *J. Michael Farr, Marie A. Pavlicko, Ed.D., and Gayle O. McDonald, Ed.D*

**Reading Level: Grade 8, for: HS**

Attention young job seekers: What is your last employer's address? What are the phone numbers of your references? Can you name all the high school classes you've taken?

You'll be able to answer these and many other questions when you complete and carry the **Data Minder** - it helps job seekers record the many details and essential data they need throughout their job search. Fill in the information and refer to it when you

- ◆ Write resumes
- ◆ Fill out job applications
- ◆ Answer interview questions.

Plus, Data Minder includes "Key Points in the Job Search Process," a summary of Mike Farr's famous self-directed job search techniques that help people find good jobs faster.

And at 4x6, it's small enough to fit in virtually any pocket or purse! You'll have that hard-to-remember information at your fingertips anytime, anywhere! One copy is bound in every **Young Person's Guide to Getting & Keeping a Good Job**. Also available separately in packages of 10. **Format:** 32 pp, 4x6, softcover, **copyright:** 2000, package of 10

**C2-J5958 \$19.95**

## The Quick Resume & Cover Letter Book, Third Edition

*Write and Use an Effective Resume in Only One Day*

**Reading Level: Grade 9+, For: HS-Adult**

by *Michael J. Farr*

**Our best-selling resume book - more than 40,000 in print!**

◆ **Voted one of the Top Three Business Books of the Year by Publishers Marketing Association.**

◆ **Ranked in the top ten best-selling career books by National Employment Weekly.**

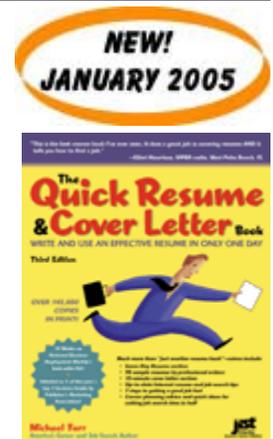
◆ **Includes the famous "Same Day Resume Section".**

**Here's why!** America's leading job search and career guidance expert has completely updated his definitive guide to resumes, offering well-researched and proven techniques; a friendly, easy-to-follow design; and rock-solid advice to create outstanding resumes and, more importantly, use them effectively. It makes an excellent text for resume writing courses due to its many worksheets, examples, approach, and great design.

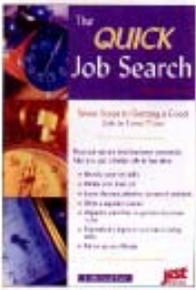
**Do a "Quick Resume" in about an hour-Today!** The very easy-to-use first section of the book shows how to create a basic resume in about an hour and an improved resume in about half a day. Farr's point: Get going on your job search now; work on a better resume later.

**Much more than "just a resume book."** There are more than 90 all new sample resumes written by professional resume writers for all types of jobs and people. Sections to help people figure out their ideal job AND substantial job search advice.

**Format:** 400 pp, 7.5x9.25, softcover, **copyright:** 2005 **ISBN:**1593570898  
**C2-J0899 \$14.95**



# JOB SEARCH



**The Quick Job Search**  
**Author:** J. Michael Farr  
**Format:** 64 pp, 6x9, saddle stitched, **copyright:** 2002

## Here's a partial list of the topics covered:

- ◆ Eight factors to consider in defining the ideal job
- ◆ Overview of 250 top jobs in our workforce
- ◆ Which job search methods work best
- ◆ The three types of employment agencies
- ◆ Mailing resumes and posting them on the Internet
- ◆ Three magic network questions
- ◆ How to contact employers directly
- ◆ Tips to increase effectiveness using the Internet in your job search
- ◆ Tips for creating a superior resume
- ◆ Top ten problem interview questions
- ◆ The three-step process for answering interview questions

## The Quick Job Search, Third Edition

### Seven Steps to Getting a Good Job in Less Time

by J. Michael Farr

**Reading Level: Grade 8, For: HS-Adult**

- ◆ Less than \$3.00 each!
- ◆ Covers the basics on how to explore career options and conduct an effective job search.
- ◆ Short enough to scan in a morning and conduct a more effective job search in the afternoon.
- ◆ Lots of skills checklists, worksheets, sample resumes.
- ◆ Spanish language edition available.

*The best way to get a job is to go out and get interviews! And the best way to get interviews is to make a job out of getting a job.*

**This book is special because it's brief!** Ideal for those instructors and trainers who have only short amounts of time to spend with job seekers.

### The Seven Basic Job Search Steps

From years of experience, here are the basic things that can make the most difference in a job search:

- ◆ Identify your key skills
- ◆ Define your ideal job
- ◆ Learn the two most effective job search methods
- ◆ Write a superior resume
- ◆ Organize your time to get two interviews a day
- ◆ Dramatically improve your interviewing skills
- ◆ Follow up on all leads.

<b>English Pack of 10</b>	<b>C2-J8744</b>	<b>\$27.95/pkg</b>
<b>English Single Copy</b>	<b>C2-J8361</b>	<b>\$ 2.95 each</b>
<b>Spanish Copy</b>	<b>J8973</b>	<b>\$34.95/pkg</b>

**La busqueda rapida de trabajo, 1st Edition**

**The Quick Job Search**, 64 pp, 8.5x11, saddle stitched.

**Spanish Single Copy was \$34.95/pkg of 10 - now \$1.50 each copy!**

## Hire Learning



## Hire Learning Instructor's Guide

This 64 page instructor's Guide provides tips for using any or all of the student books as part of a course or to infuse into other courses. Includes many in-class activities, homework assignments, quiz questions, community involvement ideas, and other helpful advice.

**Format:** 64 pp  
**C2-J191X \$14.95**

## Landing a Job

Detailed review of successful, self-directed job search methods; networking, writing resumes and cover letters, completing job applications, getting information and employment interviews, dressing and grooming, following up, and much more!

### Partial Table of Contents

- ◆ Creating a Work History
- ◆ Conducting a Job Search
- ◆ Preparing a Resume
- ◆ Filling Out a Job Application
- ◆ Preparing for the Job Interview

**Format:** 112 pp  
**C2-J1898 \$6.95**

## Succeeding in Your Work and Community

Students can learn how to keep, quit, or change their jobs. Exercises deal with workplace realities, stereotypes, and barriers. Good sections on self-employment and using community resources for study and to gain experience.

### Partial Table of Contents

- ◆ Starting Out Right
- ◆ Overcoming Stereotypes
- ◆ Dealing with Workplace Realities

**Format:** 112 pp  
**C2-J1901 \$6.95**

## Expert Resumes for Career Changers

Wendy S. Enelow, Louise M. Kursmark,  
*Interest Level: Adult*

The seventh addition to the successful Expert Resumes series! This collection of resumes is aimed at people who are transitioning from one career to another. The changing economy has forced millions of people to change jobs or industries in order to stay employed. This book gives strategies as well as 180 pages of sample resumes for successful career changes. The authors present sound resume-writing advice, including how to create and use an electronic resume. The appendix includes Internet resources for an effective online job search.

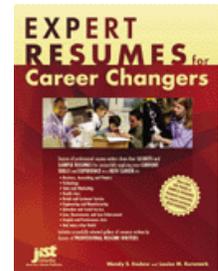
### Key Features:

- ◆ A vast and varied collection of hundreds of attractive and effective resume samples, written by professional resume writers and targeted to career changers.
- ◆ Step-by-step instructions for writing winning resumes.
- ◆ Situation-specific employment trends and career strategies.
- ◆ Appendix of helpful online resources.

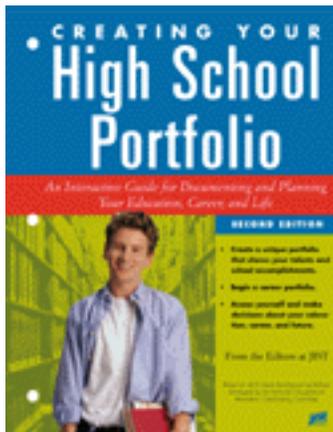
### Partial Table of Contents

Part I: Resume Writing, Strategy, and Formats Chapter 1: Resume-Writing Strategies for Career Changers  
 Chapter 2: Writing Your Resume  
 Chapter 3: Scannable, Electronic, and Web Resumes  
 Part II: Sample Resumes for Career Changers  
 Appendix: Internet Career Resources

**Format:** 288 pp. (est.), 8.5 x 11, softcover, **Copyright:** 2005  
**J0929 \$16.95**



# CAREER DEVELOPMENT

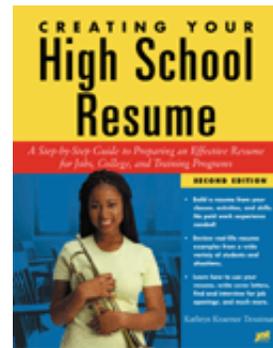


## **Creating Your High School Portfolio, Second Edition**

Authors: JIST Editors  
 Format: 160 pp, 8.5x11, softcover, copyright: 2003  
**C2-J9066 \$8.95**

## **Creating Your High School Resume, Second Edition**

Author: Kathryn Kraemer Troutman  
 Format: 144 pp, 8.5x11, softcover, copyright: 2003  
**C2-J9023 \$8.95**



## **Creating Your High School Resume, Second Edition**

**A Step-by-Step Guide to Preparing an Effective Resume for College and Career**

by Kathryn Kraemer Troutman

For: HS—Jr. College, Reading Level: Grade 7

An excellent, reasonably priced workbook for school-to-career and many youth programs!

**Creating Your High School Resume** gives students the edge when applying for jobs, scholarships, and internships. Whether college-bound or going straight to work, resumes help students articulate and document their skills, natural abilities, interests, and experiences.

### **Students Learn to Articulate Their Assets**

An important aspect of creating resumes is students learn to articulate what they have to offer. Resumes are a great way to document school clubs and activities, volunteer work, and completed internships - to name just a few!

### **Resource and Exercise Sheets**

Students answer straightforward questions to quickly define their skills and interests. Then they build their own resumes section by section.

### **Case Studies from Real Students!**

Many case studies, plus lots of examples show students firsthand how to focus, organize, write, and format resumes.

### **Make the Most of Technology! Students learn to**

- ◆ Use the best formats for their resumes with their word processors or desktop publishing programs
- ◆ Use the Web and email for research and contacts
- ◆ Manage their electronic resume files efficiently
- ◆ Design scannable resumes that will make the cut at big companies

## **Creating Your High School Portfolio, Second Edition**

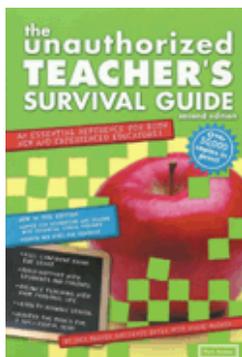
**An Interactive School, Career, and Life Planning Workbook by the Editors at JIST**

For: HS—Jr. College, Reading Level: Grade 7

**Creating Your High School Portfolio** shows students how to clarify their career and educational goals, explore resources, and chart new directions. Students collect and store the documents needed to apply for first jobs or college. Excellent for school to work programs!

- ◆ Teaches students how to assemble a life history of experiences and skills
- ◆ Shows students how to easily update their portfolios to reflect life and career experiences
- ◆ Helps students set goals
- ◆ Contains a list of professional resources students can use to further investigate career interests

A **BIG plus**: **Creating Your High School Portfolio** is based on National Career Development guidelines.



## **The Unauthorized Teacher's Survival Guide, Second Edition**

by Jack Warner and Clyde Bryan, with Diane Warner

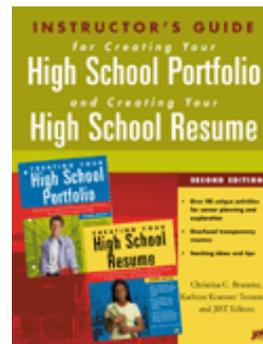
*"If I had more time, I would tell my student teachers more about the non-academic aspects of teaching. Now, I can just give them the book and encourage them to read specific chapters."*

- Dr. Pamela Sharpe  
 Northern Arizona University

Two veteran teachers with more than 50 years combined teaching experience in grades K through 12 team up again to update the most honest, practical, and helpful book ever written for teachers. Interviews with hundreds of teachers and administrators complement their experience as they share inside secrets, anecdotes, and practical advice that can save years of frustrating trial and error.

Format: 224 pp, 6x9, softcover, copyright: 2001

**C2-P1102 \$14.95**



## **Instructor's Guide for Creating Your High School Portfolio and Creating Your High School Resume, Second Edition**

More than 80 practical activities integrate material from both workbooks. There are chapter objectives, presentation suggestions, groups and individual activities, homework options, discussion quiz questions, and quick quizzes/answer keys. Includes 30 black and white transparency masters!

Format: 144 pp, copyright 2003

**C2-J9082**

**\$14.95**

**Free guide with the purchase of 25 student books!**

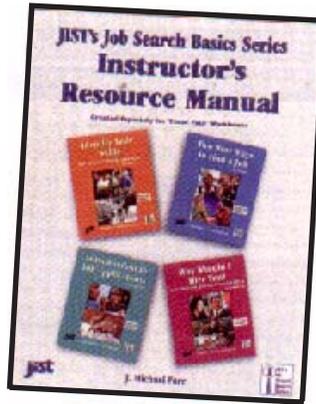
# JOB SEARCH

## JIST's Job Search Basics Series

by J. Michael Farr and Susan Christopherson  
For: HS to Adult, Reading Level: Grade 5  
Complete Curriculum

Four very "Snazzy" workbooks. These second edition workbooks give new definition to completely redesigned.

- ◆ Vastly upgraded interiors with engaging, easy-to-follow design
- ◆ Page layout with lots of space in which to write answers
- ◆ New icons that quickly identify examples, things to think about, key content points, worksheets, hints and tips, checkpoints, and practice questions
- ◆ Upgraded text and examples
- ◆ Many high interest photos

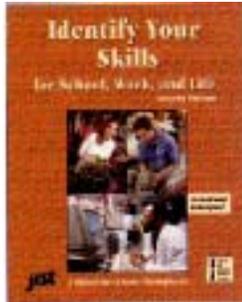


## JIST's Job Search Basics Series Instructor's Resource Manual

Save hundreds of hours of class preparation time. One manual for all four workbooks. For each workbook chapter, there are chapter objectives, presentation suggestions, group and individual activities, homework options, discussion/quiz questions, quick quizzes and answers. 192 pp, copyright: 2000

**C2-J6210 \$24.95**

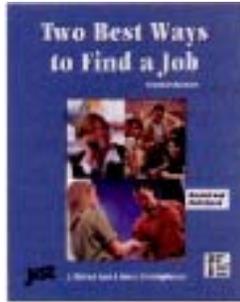
Free w/class set of 25+



### Identify Your Skills for School, Work, and Life Second Edition

#### Major Chapter Content

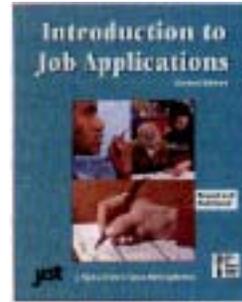
- ◆ Learn about your three skill types: adaptive skills, transferable skills, and job-related skills
  - ◆ Know which skills you enjoy using most so you can put them to work in satisfying jobs and activities
  - ◆ Create and use a skills inventory of your experiences from school, work, volunteer jobs, hobbies, and other activities
  - ◆ Prove your skills to an employer and get a good job
  - ◆ Learn where to get facts about jobs that match your skills
  - ◆ Consider options to improve your skills, including more education or training
  - ◆ Set goals and plan how to best use your skills today and tomorrow.
- 96 pp, 8.5x11, copyright: 1999  
**C2-J5834 \$7.95**



### Two Best Ways to Find a Job Second Edition

#### Major Chapter Content

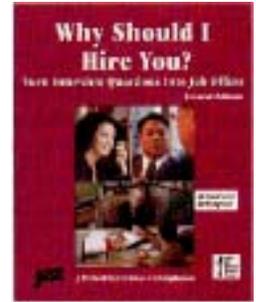
- ◆ Find the unadvertised "hidden" job market (where 85% of all job openings are)
  - ◆ Get job leads by networking with people you know - and people they know
  - ◆ Use the Yellow Pages to identify possible employers
  - ◆ Make direct employer contact to get interviews - before a job is available
  - ◆ Get more interviews in less time
  - ◆ Develop a JIST Card to use as a mini-resume
  - ◆ Learn how to follow-up with employers.
- 96 pp, 8.5x11, copyright: 1999  
**C2-J580X \$7.95**



### Introduction to Job Applications, Second Edition

#### Major Chapter Content

- ◆ Learn why employers use applications and what they want to know
  - ◆ See how applications can screen you out of consideration
  - ◆ Create an "application inventory" that will prepare you to fill out any form
  - ◆ Complete applications correctly and increase your chances of getting an interview - and the job you want
  - ◆ Deal with negative information
  - ◆ Practice filling out a variety of sample applications
- 96 pp, 8.5x11, copyright: 1999  
**C2-J5818 \$7.95**



### Why Should I Hire You? Second Edition

*Turn interview questions into job offers*

#### Major Chapter Content

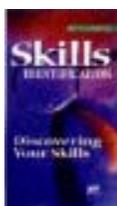
- ◆ Obtain interviews before a job opens up - so employers think of you first when one does
  - ◆ Present the key skills you have for the job and support them with examples
  - ◆ Learn the three clues that employers look for in applicants
  - ◆ Use a three-step process to answer most questions
  - ◆ Feel confident and ask questions in an interview - then ask for the job
  - ◆ Negotiate pay
  - ◆ Follow up after interviews with phone calls and thank-you notes
  - ◆ Role play your interviews so you can speak with confidence and be prepared
- 96 pp, 8.5x11, copyright: 1999  
**C2-J5826 \$7.95**

**Four newly revised workbooks, each focused on one essential job search topic!**

## Companion Videos

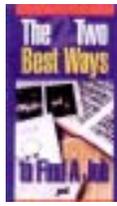
### Skills Identification Revised Edition

**C2-JV1456**  
VHS \$99.00  
**C2-JD0392**  
DVD \$99.00



### Two Best Ways to Find a Job

**C2-JV3173**  
VHS \$99.00  
**C2-JD0414**  
DVD \$99.00



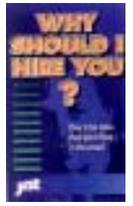
### The Complete Job Application, Revised Edition

**C2-JV7276**  
VHS \$99.00  
**C2-JD0384**  
DVD \$99.00



### Why Should I Hire You?

**C2-JV3726**  
VHS \$99.00  
**C2-JD0406**  
DVD \$99.00



# 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

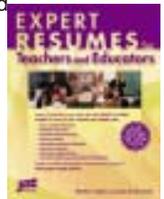
by Wendy S. Enelow and Louise M Kursmark

◆ 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

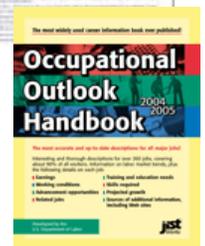
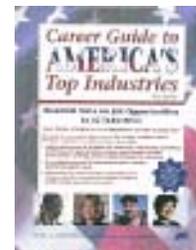
Format: 288 pp, 8.5x11, softcover, copyright: 2005  
C2-J1267 \$16.95



## 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

**NEW!**

## America's Top Resumes for America's Top Jobs, Second Edition

by J. Michael Farr

With 370 sample resumes and more than 600 pages, this is the most complete resume book ever written!

- ◆ Resumes for all major jobs, covering over 80% of the workforce
- ◆ 370 Sample resumes for all levels of education, training, and experience, with Mike Farr's handwritten notes
- ◆ Features the BEST resumes from professional resume writers

- ◆ Substantial resume writing and job search advice!

### More Resumes by More Resume Writers than Any Other Book

The 370 sample resumes - more than in any previously published book - present an enormous variety of designs, backgrounds, educational levels, training, and occupations. Samples were selected from thousands of the best resumes written and submitted by members of the Professional Association of Resume Writers.

### More Jobs

Sample resumes for almost 200 jobs listed in the current *Occupational Outlook Handbook*, making this the most representative collection of resumes ever assembled.

### Great Advice

Mike Farr's handwritten notes point out each resume's special features - a very helpful feature.

### America's Top Resumes for America's Top Jobs, Second Edition

Format: 618 pp, copyright: 2002

C2-J8566

**\$19.95**

## Federal Benefits for Veterans and Dependents, Second Edition

By the U.S. Department of Veterans Affairs

A complete summary of the benefits available to qualified American veterans of the armed forces including health insurance, pensions, educations, vocational rehabilitation, home loan guaranties, life insurance, burial benefits, and many others.

A complete, quality reprint of the official publication of the U.S. Department of Veterans Affairs, plus bonus material on where to locate benefits forms online and by phone, how to apply for benefits online, and details on the Veterans' Preference policy for hiring veterans in federal jobs.

- ◆ Explains health-care benefits, including explanations about copayments, dental care, nursing homes, services for the blind, counseling, and medical care for dependents.
- ◆ Includes special programs for disabled veterans, ex-POWs, incarcerated veterans, and those exposed to chemicals or radiation.
- ◆ Details federal programs for transitioning from the military, education, rehabilitation, home loans, pensions, insurance, and burial benefits.
- ◆ Contains sections for women veterans, overseas benefits, and programs for homeless veterans.
- ◆ Describes Veterans' Preference programs for federal jobs.



### NEW for this edition:

- ◆ Expanded transition assistance and employment information
- ◆ World Wide Web links for fast access to VA offices and necessary forms
- ◆ Assistance for vets forming or expanding] their own businesses
- ◆ Information on the VA's new VONAPP online benefit application system

### Federal Benefits for Veterans and Dependents, Second Edition

Format: 6x9, 128 pages, copyright: 2003

J0060

**\$9.95**

## America's Top Military Careers, Fourth Edition

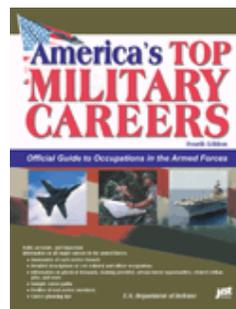
*The Official Guide to Occupations in the Armed Forces*  
By the U.S. Department of Defense

Newly revised with updated details on all details on all the branches of the military, this book provides solid, accurate, and important information on all major careers in the armed forces.

### Includes the following:

- ◆ Branch summaries of each service
- ◆ Descriptions of military occupations
- ◆ Training requirements
- ◆ Related civilian jobs
- ◆ Advancement opportunities
- ◆ Educational opportunities
- ◆ Typical career path outlines
- ◆ Career planning tips

*America's Top Military Careers* covers 197 enlisted and officer occupations, including **ASVAB** test scores required for each, and covers training and education available, working conditions, physical demands, projected openings, advancement opportunities, duty locations, pay and benefits, and many other details.



### America's Top Military Careers, Fourth Edition

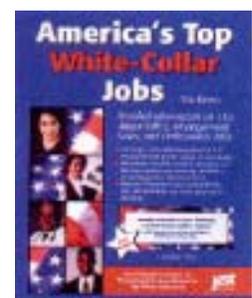
Author: U.S. Department of Defense

Format: 384 pp, 8.5x11, softcover, copyright: 2004

C2-J0015

**\$24.95**

**NEW!**



### America's Top White Collar Jobs, Fifth Edition

Author: J. Michael Farr

Format: 416 pp, 8.5x11, softcover, copyright: 2001

C2-J7195

**\$9.95**

## America's Top White Collar Jobs, Fifth Edition

*Detailed Information on 110 Major Office, Management, Sales, and Professional Jobs*

By J. Michael Farr

This is an information-packed reference with 110 thorough descriptions of some of the best jobs in our economy!

This freshly revised edition is especially good for people who think they would like to work in sales, management, or professional jobs, and would benefit from more information about the kinds of jobs that are available.

**Section One: Job Descriptions.** Thorough descriptions of 110 jobs, with useful information including working conditions, skills required, education or training needed, typical pay and benefits, and other details.

**Section Two: Career Planning and Job Search Advice.** Information and activities help readers plan careers and get good jobs. Also includes example resumes written by professional resume writers.

**Section Three: Important Labor Market Trends.** Updated information on trends in the labor market, plus tables with information on hundreds of major jobs.

# JOB SEARCH



## Gallery of Best Cover Letters, Second Edition

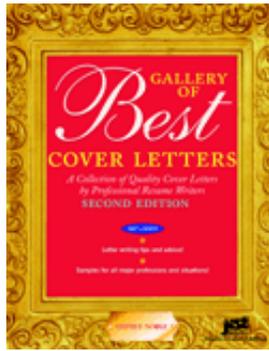
*A Collection of 300 Quality Cover Letters by Professional Resume Writers*  
by David F. Noble

A superb collection of the best examples of cover letters from the country's best professional resume writers! Dr. Noble provides expert analysis of each letter and step-by-step instructions on how to build an effective letter, pair it with the right resume, and make a powerful impression!

- ◆ Reveals the most common cover letter mistakes and how to avoid them.
- ◆ Includes ready-to-use samples, no flaws or grammatical errors to correct.
- ◆ Demonstrates how to showcase the most important information.

Great cover letter ideas for hundreds of occupations.  
Format: 416 pp, 8.5x11, softcover, copyright: 2004

C2-J9902



\$18.95

## The Kids' College Almanac, Second Edition

A First Look at College

Reading Level: Grade 5, For: MS-HS

◆ Demystifies college by providing solid information in a format that appeals to kids.

◆ Information on a wide variety of colleges in all 50 states.

College is a mystery to most kids. Many have the notion that they ought to attend. But by the time they are in high school, they've heard stories that may intimidate them into believing that they can't qualify for college, can't afford college, or won't be able to attend because of their special circumstance(s) or background(s). Some lose their college dream without knowing much real information.

The second edition has a fresh look inside that appeals to kids. This book should be in middle and high school classrooms, libraries, career centers, and counseling offices. Excellent book for parents too!

Chapters are based on questions that kids have with an accessible question-and-answer format and a variety of worksheets.

**Chapter Titles:**

- ◆ What is College? ◆ Why Should I Think About College? ◆ Who goes to College? ◆ Where are Colleges Located? ◆ What Can I Learn at College? ◆ How Will I Learn at College? ◆ How Do I Gather Information? ◆ What Colleges Should I Apply To? ◆ How Do I Apply to College? ◆ How Much Does College Cost? ◆ How Will I Pay For College? ◆ How Does College Begin? ◆ What Happens at College? ◆ Is College My Only Choice? ◆ What Should I Do Now?

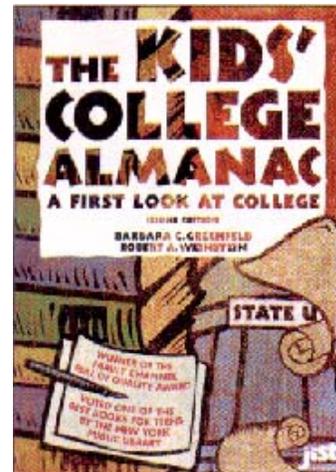
"One of the best books for teens."

- New York Public Library

Format: 344 pp, 7.5x9.25, softcover, copyright: 2001

C2-J7306

\$16.95



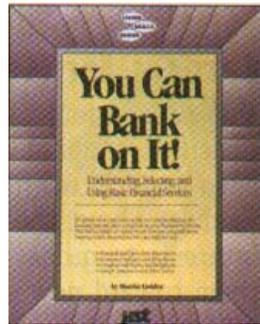
## You Can Bank on It! Understanding, Selecting, and Using Basic Financial Services.

Reading Level: Grade 8,  
Recommended for: Grade 8-Adult  
by Ludden.

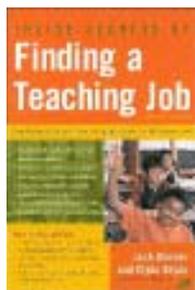
An excellent overview and basic personal finance "how-to." Good case studies, worksheets, and advice make it good for young people and others who are arranging their financial affairs for the first time.

Format: 128 pp, 8.5x11, copyright: 1994

C2-BANK



\$6.95



## Inside Secrets of Finding a Teaching Job, Second Edition

The Most Effective Search Methods for Both New and Experienced Educators

By Jack Warner & Clyde Bryan, with Diane Warner



Contains resume writing tips, how to create a teacher portfolio, and Internet resources for finding the perfect teaching job.

*Inside Secrets of Finding a Teaching Job, Second Edition*

Format: 6x9, 208 pages, softcover, copyright: 2003

J921X

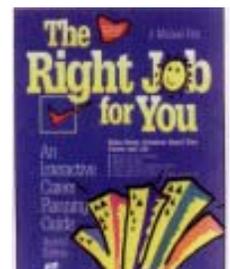
\$12.95

## The Right Job For You, Second Edition

An Interactive Career Planning Guide

by J. Michael Farr

Reading Level: Grade 8, For: HS-Adult



Great for high school, college, and adult career planning programs!

Award-winning career and job search author J. Michael Farr wrote this book to do more than simply inform - *The Right Job for You* helps people understand themselves and make better career, education, and life decisions.

The book combines clear and easy-to-follow narrative with many case studies, worksheets, charts, and interactive activities. Plus, there is thorough coverage of career and education options along with details on hundreds of jobs. There is enough solid content to structure an entire course, or it can be infused into existing courses.

Format: 160 pp, copyright: 1997

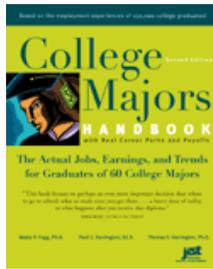
C2-J286X

\$9.95

# JOB SEARCH- RESUMES

## The College Majors Handbook, 2nd Edition

*The Actual Jobs, Earnings, and Trends for Graduates of 60 College Majors*  
by Neeta P. Fogg, Paul E. Harrington  
& Thomas F. Harrington  
Reading Level: Grade 9, For: 10-Adult

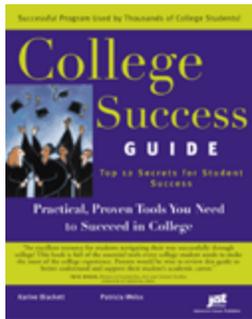


Based on the results of the largest objective study EVER of U.S. college undergraduates from 60 college majors!

This book supplies a major set of missing information needed for the college investment decision. It tells readers what actually happened to more than 150,000 undergraduates from 60 college majors. Truly great information when choosing a college major

- ◆ Identifies jobs in which undergraduates from 60 college majors are employed, their earnings on those jobs, and the projections of employment prospects in those jobs.
- ◆ Contains descriptions of the life and career pathways of undergraduates from college majors.

Format: 640 pp, 7.5x9.25, softcover, copyright: 2004  
C2-J0740 \$24.95



**NEW!**

Format: 192 pp., 7.5 x 9.25, softcover,  
Copyright: 2005  
J1305 \$18.95

## College Success Guide Top 12 Secrets for Student Success

Karine Blackett, Patricia Weiss,  
Interest Level: College

*"This is an excellent resource...full of essential tools every college student needs to be successful and make the most of their college experience. The authors' engaging writing style makes this an easy read, and the flexible format allows students to explore chapters that are most relevant to them."*

Tim M. Whalen, Arts and Cultural Studies, University of California, Davis  
**The 12 Keys to College Success**

The authors have distilled "12 Keys" that make college students successful, and they have taught thousands of students using the lessons in their book. Each of the 12 keys is covered in a chapter that includes best practices, motivational quotes and tips, and 2-3 interactive activities or assignments.

### Key Features:

- ◆ Study skills
- ◆ Test-taking skills
- ◆ Perception, learning styles, and personality
- ◆ Organization
- ◆ Attitude
- ◆ Goal setting
- ◆ Basic research skills
- ◆ Research papers
- ◆ Synergy
- ◆ Motivation
- ◆ Time management
- ◆ Stress management

**NEW!**

## Best Resumes for College Students and New Grads: Jump-Start Your Career!

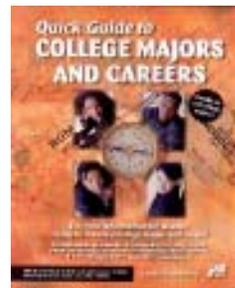
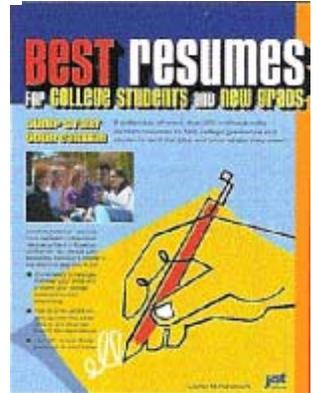
By Louise M. Kursmark

JIST's newest resume book show-cases more than 100 top-notch sample resumes and cover letters written specifically for college students and new graduates. This timely title is targeted to help college students and graduates at all levels land the jobs they want.

### Best Resumes for College Students and New Grads

Format: 8.5x11, 224 pages, softcover, copyright: 2003  
J9007

\$12.95



**NEW!**

### Quick Guide to College Majors and Careers

Author: Laurence Shatkin, Ph.D.  
Format: 336 pp, 7.25x9.5, copyright:  
2002  
C2-J8345 \$16.95

## Quick Guide to College Majors and Careers

by Laurence Shatkin, Ph.D.

Reading Level: Grade 8, For: Grade 7-Adult

Essential information for anyone trying to choose or explore college majors and careers - middle school through adult!

- ◆ Easy-to-use guide relates 118 college majors to 286 careers
- ◆ Includes "snapshot" descriptions of college majors
- ◆ Extensive charts relate favorite high school courses and major skills to college majors and work groups
- ◆ Cross-references many career assessments and career information resources

*A terrific new reference book that provides essential information for identifying college majors that match interests, skills, and career preferences.*

### Section One: What Majors and Careers Might Suit You?

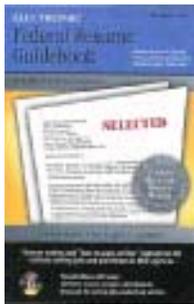
### Section Two: Facts About College Majors and Careers

- ◆ A brief review of the careers this major leads to, additional training needed, and the employment outlook
- ◆ A list of the closely related jobs and their earnings and projected growth.
- ◆ A list of typical college courses for the major
- ◆ Recommended high school courses to prepare for this major
- ◆ Essential knowledge and skills needed for success in careers related to the major
- ◆ Cross references to other standard career and college information sources

### Related Products

- ◆ *Career Exploration Inventory*, ◆ *Enhanced Occupational Outlook Handbook*, ◆ *Guide for Occupational Exploration Interest Inventory*, ◆ *Guide for Occupational Exploration*, ◆ *O\*NET Dictionary of Occupational Titles*, ◆ *Best Jobs for the 21st Century*

# CHARACTER DEVELOPMENT



**Electronic Federal Resume Guidebook, DOD Agency Edition, CD-ROM**

By Kathryn Kraemer Troutman

The Department of Defense is a huge employer with more than 700,000 civilian employees. Here's inside advice on writing resumes and posting online applications.

**Electronic Federal Resume Guidebook, Book & CD-ROM**

Format: 5.5x8.5, 254 pages, softcover, copyright: 2001

**J2525 SC bk w/CD \$44.95**

**Becoming The Best Me, Second Edition**

**10 Career and Character Essentials**

**Bob Orndorff**

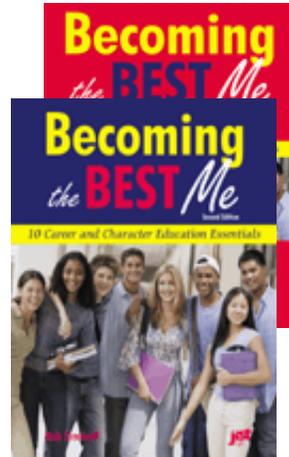
Real-world-focused workbook is based on research from nine top companies! ♦ Helps develop good character traits and skills throughout life and career. ♦ Interactive student activities—complete in class or assign as homework. ♦ Incorporates key character education values—respect, responsibility, honesty, hard work, teamwork, citizenship, and communication. ♦ Fun and engaging writing style.

Becoming the Best Me is an engaging book that helps develop character education and life skills as they relate to careers. Topics include communication, teamwork, honesty, responsibility, and technology skills. Company recruiters are quoted throughout, giving advice on what skills are most important in today's world of work. Also contains comments from college students who have used the book on how it has helped them.

K1483 Softcover Book \$9.95

K1491 Instructor's Guide \$19.95

**Visit us online to download a Product Profile!**



## Character

### A Guide for Middle Grade Students

Ed DeRoche, Michelle Gallo, Nancy Girvin, C.J. Moloney  
Interest Level: Middle School

JIST's new, engaging workbook is designed to get middle grade students thinking about who they are, and what virtues or character traits they should emulate. Based on traits established by key national character education organizations.

#### KEY FEATURES

- ♦ Written for middle school-level students
- ♦ Teaches character education traits through chapter content and activities—a complete character education curriculum
- ♦ Each chapter thoroughly covers one of these character traits: Honesty, Responsibility, Respect, Citizenship, Fairness, Caring, Perseverance, Courage, Self-Discipline, and Trust
- ♦ Activities are individual and group-oriented and include self-assessments, writing, puzzles, and research
- ♦ Each chapter includes relevant outside reading and Web sites

Format: 8.5 x 11, 128 pp. (est.),

Softcover

Copyright: 2005

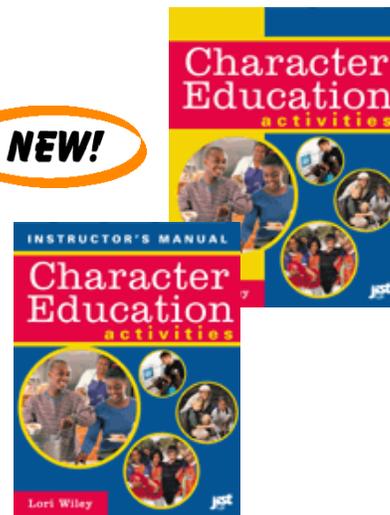
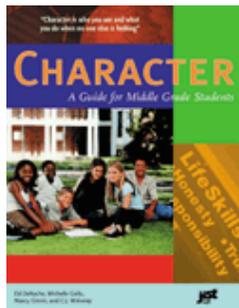


**K1521 Character Book**

**\$9.95**

*"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, vision cleared, ambition inspired, and success achieved."*

—Helen Keller, 20th-Century American social activist, public speaker, and author



## Character Education Activities

Lori Wiley, Ph.D., Interest Level: Grades 3 to 8

This new character education workbook is activity-based and written for students in grades 3 through 8. Teachers and group leaders can follow the activities from beginning to end or choose the activities that best meet their needs.

There are six parts each containing 15 to 20 activities.

Part 1 introduces students to character education through self-assessment surveys and activities.

Part 2 teaches character education concepts and ideas.

Part 3 asks students to share their experiences and stories that relate to good character.

Part 4 covers goal-setting and problem-solving.

Part 5 presents activities related to the conscience and making good choices in life.

Part 6 has students developing their life and character action plans through activities and worksheets.

#### Key Features:

- ♦ Over 100 activities, worksheets, and checklists to teach character education
- ♦ Flexible format for teachers/leaders to pick and choose activities
- ♦ All key character traits addressed in activities: Compassion, Courtesy, Honesty, Justice, Responsibility, Respect, Hard-Work, Patience, and more
- ♦ Thorough Instructor's Manual makes it easy to add this activity book to classes and programs

Format: 144 pp. (est.), 8.5 x 11, softcover, Copyright: 2005

**K1548 Character Education \$9.95**

**K1556 Character Education TG \$19.95**

## Character Instructor's Manual

### A Guide for Middle Grade Students

Ed DeRoche, Michelle Gallo, Nancy Girvin, C.J. Moloney  
Interest Level: Middle School

An Instructor's Manual to accompany *Character: A Guide for Middle Grade Students*.

- ♦ Assists in developing school character education curriculum
- ♦ Helps structure activities corresponding to student workbook
- ♦ Includes additional activities
- ♦ Provides teacher with solutions to activities
- ♦ Gives group activity suggestions and much more

Format: 8.5 x 11, 96 pp. (est.), Softcover

Copyright: 2005

**K153X**

**Instructor's Manual \$19.95**



# RESUME WRITING

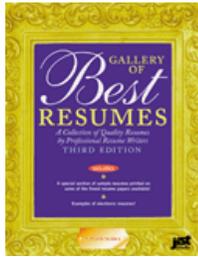
**\*\*A JIST Best-Seller\*\***

## Gallery of Best Resumes, Third Edition

*A Collection of Quality Resumes by Professional Resume Writers by David F. Noble, Ph.D.*

- ◆ Includes 200 outstanding, letter-perfect resumes!
- ◆ Includes 30 outstanding, letter-perfect cover letters.
- ◆ One-of-a-kind Occupations Index and Features Index - Find exactly what you want!
- ◆ Special section of resumes printed on a variety of quality papers!
- ◆ Coverage of electronic resumes - a section of samples as well as creation and formatting tips.
- ◆ Updated resume samples.

Includes 215 letter-perfect resumes and 30 cover letters that covers a wide range of styles, formats, designs, occupations, and situations - all arranged in easy-to-find occupational categories. And resume expert David Noble includes his 101 best resume tips on design, layout, papers, writing style, mistakes to avoid, and more! PLUS, there's a special section of resumes printed on a variety of quality papers.



### Gallery of Best Resumes, Third Edition

**Author:** David F. Noble, Ph.D.  
**Format:** 432 pp, 8.5x11, softcover  
**Copyright:** 2004  
**C2-J9856**      **\$18.95**



### Gallery of Best Resumes for People Without a Four Year Degree, Second Edition

**Author:** David Noble, Ph.D.  
**Format:** 416 pp, 8.5x11, softcover  
**Copyright:** 2005  
**C2-J0686**      **\$18.95**

## Gallery of Best Resumes for People Without a Four Year Degree, Second Edition

*A Special Collection of Quality Resumes by Professional Resume Writers*

*by David F. Noble, Ph.D.*

The finest Resume book for two-year Graduates!

- ◆ A treasury of 200 quality resumes and 30 cover letters!
- ◆ Targeted to jobs that do not require a four-year degree!
- ◆ All resumes and cover letters written by professional resume writers.

**A very special resource!** This *Gallery* book examines resume for people who do not have four-year college degrees. Resumes are arranged in occupational groupings and present a wide variety of styles and designs. Completely updated with 229 new resumes and 30 cover letters - all letter-perfect and selected from thousands submitted by professional resume writers.

## Resume Remedy, Revised Edition

- ◆ The very best "nuts and bolts resume video available
  - ◆ Very good for college students/graduates and job seekers with some work experience
  - ◆ An excellent video to use in job search programs
  - ◆ **NEW** content on how to format resumes for the Internet
- Full of practical tips job seekers can use immediately.

**Viewers of Resume Remedy learn**

- ◆ Which are key resume sections and what is included in each
- ◆ How to emphasize the most important information
- ◆ How to address common concerns such as whether to use nicknames, whether to include references, and whether to use a one- or two-page format
- ◆ The most common resume formats, and when each is most useful
- ◆ How to design and format resumes, including choice of paper and printing

**Now with Internet Resume Tips**

The Internet continues to grow in importance for job seekers, and *Resume Remedy, Revised Edition* gives job seekers the latest advice on preparing resumes for posting on the Internet.



### Resume Remedy, Revised Edition

**Length:** 27 minutes  
**Style:** Serious, informational  
**Key Characters:** Caucasian, African-American, and Hispanic  
**Revision Date:** 1999  
**C2-JV6423**      **\$99.00**

## Cover Letter Magic, 2nd Edition

**NEW!**

*by Wendy Enelow & Louise Kurmark*

Turn boring cover letters into knockouts - more than 150 winning cover letter examples!

Professional resume and cover letter writers reveal their inside secrets for creating phenomenal cover letters that get attention and land interviews. This new edition includes more than 150 sample cover letters that were written for all types of job seekers, including the Before-and-After transformations that can make boring letters fabulous. An excellent resource!

**Copyright:** 2004, 8.5x11, softcover, 416 pp  
**C2-J79864**      **\$16.95**



## Resume Magic, 2nd Edition

*Trade Secrets of a Professional Resume Writer*

*by Susan Britton Whitcomb*



This is a giant compendium of before-and-after resume transformations and excellent resume advice that's hailed by profes-

sional resume writers as THE definitive resource for writing and designing resumes that get people noticed.

**Format:** 608 pp, 8.5x11, softcover, **copyright:** 2003  
**C2-J8914**      **\$18.95**

## The Edge Resume & JobSearch Strategy, Third Edition

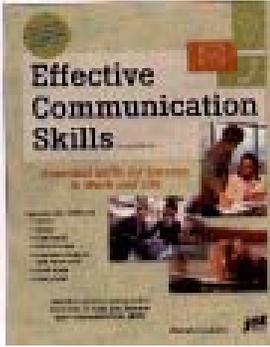


Outstanding full-color sample resumes on special papers - packed with artistic ideas.

- ◆ Unique approach at using resumes to market yourself.
- ◆ One hundred full-color samples written by professional resume writers.
- ◆ Information on using computers for electronic job search.

**Format:** 188 pp, 8.5x11, softcover  
**C2-J6725**      **\$24.95**

# CAREER DEVELOPMENT



## **Effective Communication Skills, Second Edition**

**Author:** Marsha Ludden, M.A.  
**Format:** 128 pp, 8.5x11,  
**copyright:** 2002

**Paperback**  
**C2-J8523      \$8.95**

**Instructor's Guide**  
**C2-J8531      \$12.95**

## **Effective Communication Skills, Second Edition**

### **Essential Tools for Success in Work, Social, and Personal Situations**

*by Marsha J. Ludden, M.A.*

**Reading Level: Grade 8, For HS-Adult**

Employers rate effective on-the-job communication skills as the most important for job success!

- ◆ More than 40,000 copies in print!
- ◆ Completely revised!
- ◆ New Instructor's Guide has tons of extra activities.

Includes quizzes and practice exercises to sharpen communication skills in

- ◆ Listening
- ◆ Speaking
- ◆ Using E-mail
- ◆ Writing letters
- ◆ Using the telephone and voice mail
- ◆ Sending faxes
- ◆ Using pagers

### **Communicating Well: A Key to Success in Work and in Life**

Poor communication affects the ability to get and keep jobs. It can lead to confusion, business losses, missed appointments, and missed opportunities. Learning to communicate well lets others understand ideas and needs. It is equally important to understand the messages others are sending.

### **Improve Your Ability to Speak, Write, and Share Ideas**

*Effective Communication Skills* covers the basics of getting your message across in casual conversation or public speaking, in e-mails or in letters, and at work or with friends. Ludden provides specific life and work examples of each type of communication, as well as tips for improving communication skills.

### **Tools and Quizzes Sharpen Communication Skills**

*Effective Communication Skills* includes quizzes and practice exercises to help sharpen communication skills:

- ◆ In "Check it Out" exercises, readers can rehearse basic skills, from talking with new acquaintances to writing and sending e-mails and faxes
- ◆ Vocabulary reviews reinforce key terms in each chapter
- ◆ Sample conversations, letters, and phone messages show effective communication put to practical, real-life use.

#### **Related Product**

- ◆ *The Art of Effective Communication Video, Revised Edition*
- ◆ *Make a Good First Impression Video*

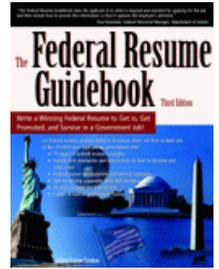
## **The Federal Resume Guidebook, Third Edition**

*by Kathryn Kraemer Troutman*

- ◆ A terrific 'how-to' book for those seeking employment with the federal government
- ◆ Tips on writing scannable RESUMIX resumes and which agencies require them
- ◆ How to submit federal resumes by e-mail or through the Web
- ◆ Copies of federal employment forms
- ◆ Lists of federal occupational groups, including the group and series numbers the government uses to classify them

#### **NEW for this edition:**

- ◆ How to apply for jobs with the Homeland Security Administration, including the new resume format needed for these jobs
- ◆ New sample resumes
- ◆ Federal resumes for career changers
- ◆ How to pack your resume with keywords
- ◆ Six ways to apply for federal jobs
- ◆ The government's new required core competencies and how to highlight yours



**Format:** 416 pp, 8.5x11, softcover, **copyright:** 2004  
**C2-J9252      \$21.95**  
**The only guidebook designed to develop competitive federal resumes!**

## **Guide to America's Federal Jobs, Second Edition**

### **A complete Directory of Federal Career Opportunities**

*Compiled from various Federal Resources by JIST Editors*

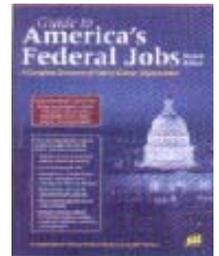
**Reading Level: Grade 8, For: HS-Adult**

The most comprehensive resource on federal employment for job seekers and federal employees. Includes lists of all federal job titles plus information on all major federal agencies and departments, including their web addresses.

**Format:** 528 pp, **copyright:** 2001

**C2-J5265**

**\$18.95**



**Recommended for: HS - Adult Winner!**  
**Telly Award**



**The Art of Effective Communication, Revised Edition**

**Length:** 27 minutes

**Style:** Humorous, informational

**Key Characters:** Culturally Diverse

**Revision Date:** 2000

**C2-JV7284      VHS      \$129.00**

**C2-JD0422      DVD      \$129.00**

## **The Art of Effective Communication, Revised Edition**

**Communication THE key skill for getting and keeping a job.**

**Tips on verbal, nonverbal, listening, and written communication with supervisors, coworkers, and customers.**

Many people believe communication is the key to good relationships. This is especially true for relationships between employers and job seekers. How you communicate with your supervisor, other managers, and your coworkers can significantly affect your success.

This award winning video demonstrates the impact of good - and poor - communication skills on work relationships, and gives tips for improving verbal, nonverbal, listening, and written skills. Viewers learn that:

- ◆ What they do with their bodies while speaking or listening is just as important as the words they speak.

# RESUME WRITING

## Same-Day Resume

Write an Effective Resume in an Hour!



By Michael Farr

◆ The ideal resume book for anyone who needs a resume right away!

◆ Written by Jist's all-time best-selling author!

Here's a compact guide for the busy job seeker! It includes the essential tools to apply for jobs on the fly:

- ◆ Step-by-step instructions to write a great resume - NOW!
- ◆ Dozens of sample resumes from professional resume writers.
- ◆ Worksheets to organize your work history.
- ◆ Cover letter tips.
- ◆ Steps for putting together Internet and scannable resumes.
- ◆ Tips for putting your resume in the job search.

**Same-Day Resume: Write an Effective Resume in an Hour!**

Format: 6x9, 192 pages, softcover, copyright: 2004

J0058



\$8.95

## Expert Resumes for People Returning to Work



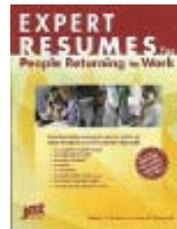
By Wendy S. Enelow and Louise M. Kursmark

Dozens of professional resume writers share their secrets for returning workers who have noticeable gaps in their employment history. Hundreds of sample resumes and step-by-step instructions for writing winning resumes.

**Expert Resumes for People Returning to Work**

Format: 8.5x11, 272 pages, softcover, copyright: 2003

J9112



\$16.95

## Sales Careers

The Ultimate Guide to Getting a High-Paying Sales Job

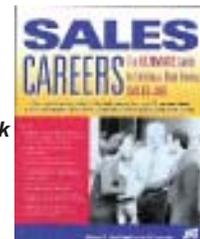
By Edward R. ("Ted") Newill & Louise M. Kursmark

Details opportunities and challenges, skills and traits needed to succeed, and strategies for getting a high-paying sales job.

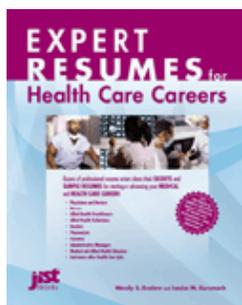
**Sales Careers**

Format: 7.5x9.25, 208 pages, softcover, copyright: 2003

J9597



\$12.95



## Expert Resumes for Health Care Careers

By Wendy S. Enelow and Louise M. Kursmark

◆ Hundreds of pages of resume samples written by professional resume writers for health professionals at all levels, from allied health technicians to physicians.

Start with hundreds of pages of sample resumes, add the authors' sound resume-writing advice, and you get the latest in the six-title **Expert**

**Resume** series. The advice is step-by-step with guidance on when to use a resume and when to use a cover letter, including how to create and use an electronic resume.

Plus, there are situation-specific employment trends and career strategies, advice on getting education and getting into the field, and an appendix of helpful online resources for health care job seekers.

The sixth edition to JIST's popular **Expert Resume** series!

**Expert Resumes for Health Care Careers**

Format: 8.5x11, 288 pages, softcover, copyright: 2004

J0007



\$16.95

## Expert Resumes for Managers and Executives



By Wendy S. Enelow and Louise M. Kursmark

Expert advice for preparing the best resumes targeted for front-line, middle-management, and upper-management professionals.

**Expert Resumes for Managers and Executives**

Format: 8.5x11, 288 pages, softcover, copyright: 2003

J9384



\$16.95

## Ten Steps to a Federal Job

Navigating the Federal Job System

By Kathryn Kraemer Troutman

Takes readers from the decision to search for federal job through the final interview! Breaks the complex federal hiring process into ten easy-to-understand steps. Excellent for first-time federal job seekers as well as returning federal job seekers.

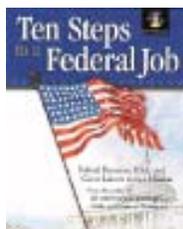
**Ten Steps to a Federal Job**

Format: 8.5x11, 256 pages, softcover, copyright: 2003

J2533



\$38.95



## The Secrets of Getting Better Grades, Second Edition



Study Smarter, Not Harder

By Brian Marshall

An excellent book for high school and college students, adults returning to school, and WIA-funded programs. Helps students get better grades without increasing study time.

**The Secrets of Getting Better Grades**

Format: 7.5x9.25, 160 pages, softcover, copyright: 2002

J1129

J0610 First Edition, Special Price

\$14.95

\$ 5.95



## We've Got to Start Meeting Like This!, Revised Edition

A Guide to Successful Meeting Management

By Roger K. Mosvick and Robert B. Nelson

Shows readers how to upgrade leadership skills, hold fewer meetings, and get vastly better results! Excellent for meeting and event planners, executives, managers, small business owners, and all business people.

J0696

\$14.95



Our Poster Catalog is ready to Download!

Visit Us Online!

Approximately 620 individual posters on subjects like parenting, drug abuse, careers, science and social studies!

# JOB SEARCH VIDEOS

## The Video Guide to JIST's Self-Directed Job Search

### Interest Level: Grade 11- Adult

This is a best selling series for JIST, and here are some reasons why. Each of the 10 videos

- ◆ Covers a specific job search topic in depth.
- ◆ Presents practical, result-oriented techniques.
- ◆ Supports a 20 session curriculum with text and activity book.
- ◆ Includes superb graphics to reinforce major points.
- ◆ Is produced very professionally, network news quality.

**Length:** 10 videos, 12-16 minutes

**Style:** Serious, informational

**Key Characters:** Culturally Diverse

**Production Date:** 1994

**Ten Video Series:** **SAVE \$390.01**

Set of 10

**C2-JV1472 \$600.00**

**Individual Videos: \$ 99.00 each**

### Complete Job Search Course

Students can preview instructional content with the videos, study in depth in the text, discuss the content in class or training, see major points reinforced on the overheads, work extra assignments in the activity book, and then review the instructional content as needed with videos. This coordinated approach fosters effective learning among students with a variety of learning styles.

Videos in this series have won prestigious awards - including Telly Awards as best in their category - competing against the likes of Disney and other major competitors. They are exceptionally well done!

*"These are the best, most professionally done videos on job search - the high quality has clients thinking they are watching TV news documentaries. I use them in my training, and I especially like that they cover all job search topics in depth."*



### Self Assessment I: *Defining Your Skills*

Introduces the series. Focuses on the importance of skills. Directs job seekers to use their skills as a foundation for career planning. Order this video to review the series.

**C2-JV1480 \$99.00**

### Self Assessment II: *Putting Your Skills to Work*

Successful job seekers must be able to identify abilities, strengths, and assets. Shows three key ways to assess skills and introduces "clusters" for career decision making.

**C2-JV1499 \$99.00**

### *Evaluating a Job*

Over 12,000 jobs are out there, an overwhelming number for many job seekers. Presents career planning tips to research job titles; describes growth areas.

**C2-JV1502 \$99.00**

### Organizing Your Job Search

Provides methods for organizing/conducting a job search from home, tools needed, and ways to stay organized. Covers on the job behavior to meet employer expectations, plus tips for advancement.

**C2-JV157X \$99.00**

### Employment Applications and Tests

Shows do's and don'ts for completing applications to increase chances of being "screened in" for interviews. Introduces employment tests and how to approach them, how to deal with gaps in employment, and other problem areas.

**C2-JV1502 \$99.00**

### Resume I: *Their Styles and Use*

Compares and contrasts chronological and skills resumes. Explains the combination resume and tells who is best suited for each type of resume.

**C2-JV1529 \$99.00**

### Resume II: *JIST Cards, Cover Letters, and Thank-You Notes*

How to get the best results from resumes, JIST Cards, and cover letters. How to write thank-you notes.

**C2-JV1537 \$99.00**

### Traditional and Non-Traditional Job Search Methods

Provides an overview of traditional methods and their success rates. Discusses four stages of job openings, emphasizes non traditional methods, covers "warm" contacts and "cold" contacts.

**C2-JV1545 \$99.00**

### The Interview I: *Mastering the Job Interview*

Discusses three types of interviews and the seven common interview phases. Gives five tips for successful interviews and emphasizes importance of the interview in obtaining jobs.

**C2-JV1553 \$99.00**

### The Interview II: *Answering Problem Questions*

Presents typical problem questions and two simple techniques for understanding what the interviewer is really asking, and then answering them. Great confidence builder for interviewing.

**C2-JV1561 \$99.00**

**Attention Instructors and Trainers:**

This video series directly supports the content of a complete 20-session career planning and job search course with four components:

- ◆ **Instructor's Curriculum** for 20 one-hour class sessions
- ◆ A textbook, **The Very Quick Job Search, 3rd Edition**
- ◆ An optional activity book, **The Very Quick Job Search Activities Book, 3rd Edition**
- ◆ A set of 52 multicolor overhead transparencies.




# JOB SEARCH VIDEOS

New from JIST!

## “Quick” Job Search Video Series

**Concise, Cogent, Concrete, Colossal...**

This new video series from JIST can really help: It's perfect for people who need some good, quick advice to create an acceptable resume and cover letter, or who need some good, quick advice to do better in interviews and negotiate better compensation when they get job offers.

Each video is focused on one essential job search topic.

All four videos are based on the best-selling job search books by J. Michael “Mike” Farr: *The Quick Resume & Cover Letter Book* and *The Quick Interview & Salary Negotiation Book*.

Recommended for: Grade 11 - Adult

**“Quick” Job Search Video Series**

Length: four videos, approx. 25 minutes each

Style: Entertaining, informational

Key Characters: Culturally diverse

Production Date: 1999-2001

Four-Video Series - Save \$51!

C2-JV6989 VHS \$545.00

C2-JD0333 DVD \$545.00

Individual videos - \$149.00 each



## Quick Cover Letter Video

◆ The perfect video for people who need some good, quick advice to create an acceptable cover letter

◆ Also covers JIST Cards, thank-you notes, and other job search correspondence

Some books go into great detail about cover letters, but Mike Farr cuts to the “quick” - cover letters are sent after some sort of personal contact with employers, and there are really only two major variations: letters addressed to people the job seeker knows or to people the job seeker has not met face-to-face yet.

Viewers of the *Quick Cover Letter Video* learn seven quick tips for writing superior cover letters, with the goal of writing a cover letter in a half-hour or less!

Viewers also learn how to construct JIST Cards, innovative mini-resumes that make powerful job search tools. And the importance of follow-up letters and thank-you notes is stressed.

38 minutes, copyright 2001

C2-JV6164 VHS \$149.00

C2-JD045X DVD \$149.00

## Quick Salary Negotiation Video

**Be prepared to discuss salary!**

*“So what sort of salary are you looking for?”*

Salary negotiation is one of the most overlooked parts of a job interview. *Quick Salary Negotiation* includes tips from real employers as well from job search experts who also review a variety of dramatized negotiation situations. In about a half hour, viewers

- ◆ Discover how employers use questions about pay to screen out candidates.
- ◆ Learn why any under prepared answer to a salary question could damage a candidate’s chances of getting a job offer.
- ◆ Learn easy-to-follow rules for handling discussions of compensation at all stages of the interview process.

Format is entertaining and humorous at times.

Based on the best selling book *The Quick Interview and Salary Negotiation Book*.

30 minutes, copyright: 2000

C2-JV6172 VHS \$149.00

C2-JD0376 DVD \$149.00

## Quick Resume Video

**Get a Resume done - NOW!**

*Quick Resume Video* is designed especially for people who just need to get a good, basic resume done as quickly as possible! In a little more than half an hour, viewers

- ◆ Get step-by-step instructions on resume elements - everything from headings to references
- ◆ Learn how to play up their strengths and downplay weaknesses
- ◆ Discover key words, phrases, or examples to properly communicate skills and abilities in a resume
- ◆ Learn the importance of getting their resumes proofread and printed properly

Based on JIST’s best selling resume book *The Quick Resume & Cover Letter Book, Winner! Communicator Crystal Heart of Excellence, Silver Telly Award, Videographer Award of Excellence*

34 minutes, copyright 2000

C2-JV6156 VHS \$149.00

C2-JD0341 DVD \$149.00

## Quick Interview Video

The Internet is changing the way people find job openings and make initial contact with employers. But landing the job is still almost always requires a job interview.

What really goes on behind closed doors in job interviews? Which questions might be “trick” questions? How do you answer open-ended questions like, “So where do you see yourself in five years?” How do you explain that employment gap on your resume?

These - and many other - questions are answered in the *Quick Interview Video*. In about a half-hour, viewers learn how to prepare for interviews, and they learn the five things job seekers *must* do:

1. Make positive impressions
2. Communicate their skills.
3. Answer problem questions.
4. Help employers know why you are the right one for the job.
5. Follow up.

Special emphasis is given to 10 problem questions likely to be asked in interviews, and viewers learn an effective three-step process to answer them. Format is entertaining!

Winner! Gold Award Worldfest Houston  
26 minutes, copyright: 2000

C2-JV6180 VHS \$149.00

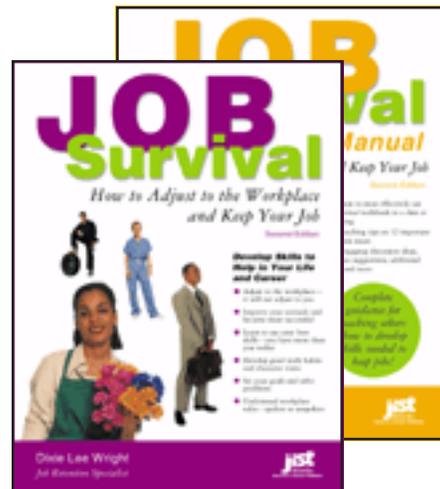
C2-JD0368 DVD \$149.00

# PRODUCT PACKAGES

## Instant Program Package - Job Retention for At-Risk Populations

**Package Contents:** 25 copies of **Job Survival** workbook and one **Job Survival Instructor's Guide**. These materials will work well with at-risk populations and those with limited reading skills. Covers essential, basic job retention topics. **Note:** Order additional student workbooks with package at discount price of \$8.96 each when you order the package.

J1208	Job Survival: How To adjust and Keep Your Job (25)	\$9.95	
J1216	Job Survival Instructor's Guide (1)	\$19.95	
CC-PKG48	Job Retention for At-Risk Package	Save \$30!	\$238.70



## Exploring Careers System Package Career Exploration That Makes Sense for Young People

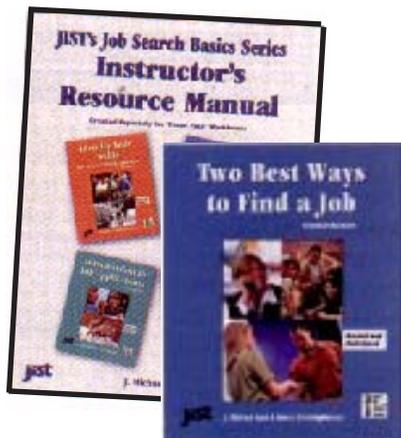
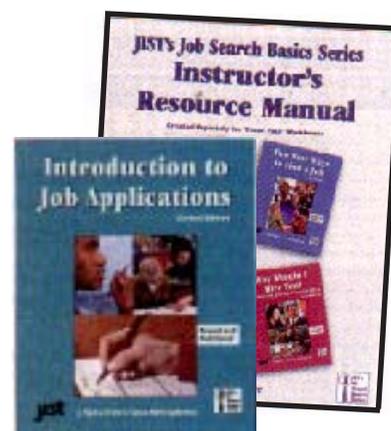
The **Exploring System** starts with interests and then relates these to the latest data with an interactive, flexible approach that meets National Career Development Guidelines. Includes reference book, interactive assessment, and activities, plus thorough instructor's guide.

JA8655	The World of Work and You (3 pkgs of 10)	\$74.85
JA889	Exploring Careers, three copies	\$89.85
J9643	Exploring Careers Activities (3pkgs of 10)	\$59.85
J6261	Exploring Careers Instructor's Guide	\$14.95
CC-PKG56	Exploring Careers System Package	\$215.50
	Save more than \$24	

## Instant Job Applications Course Package

**Package Contents:** 25 copies of Introduction to Job Applications student workbook, and one FREE Instructor's Resource Manual. Workbook covers the important, but often overlooked step in self-directed job searches. Correctly completes applications increase the chances of getting interviews. **Note:** Order additional student workbooks at a discount price of \$7.16 each when you order the package.

J5818	Introduction to job Applications Manual (25)	\$7.95
J6210	Instructor's Resource Guide (1)	\$24.95
CC-PKG32	Instant Job Applications Course Package	\$173.75
	Save \$25!	



## Instant Best Job Search Methods Course Package

**Package Contents:** 25 copies of Two Best Ways to Find a Job student workbook, and one Instructor's Resource Manual. Workbook shows how to find the unadvertised "hidden" job market where 85% of all job openings are. Also covers JIST Cards. **Note:** Order additional student workbooks at a discount price of \$7.16 each when you order the package.

J580X	Two Best Ways to Find a Job (25)	\$7.95
J6210	Instructor's Resource Guide (1)	\$24.95
CC-PKG33	Instant Best Job Search Methods Package	\$173.75
	Save \$25!	

# 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.

