

JIST



2005 Career Catalog

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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

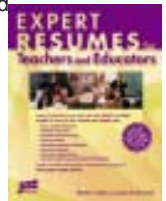
by Wendy S. Enelow and Louise M Kursmark

◆ 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

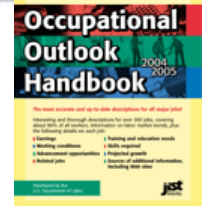
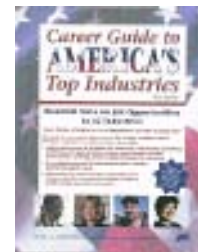
Format: 288 pp, 8.5x11, softcover, copyright: 2005
C2-J1267 \$16.95



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!

COLLEGE GUIDES

America's Top 101 Jobs for College Graduates, Sixth Edition

Detailed Information on 101 Jobs for People with Four-Year and Higher Degree

by Michael J. Farr

Reading Level: Grade 8, For: HS-Adult

Another JIST best seller!!

An essential reference for college graduates, career changers, students, job seekers, employment counselors, and those seeking upward mobility in their careers. This edition has been expanded to include detailed information on more than 101 jobs and trends for college grads and those considering a college education. Includes employment prospects and pay by type of degree and major, plus labor market trends.

The jobs are organized in sections by degree requirements:

- ◆ Jobs that do not require a bachelor's degree but are often held by college graduates
- ◆ Jobs typically requiring a bachelor's degree
- ◆ Jobs typically requiring a master's degree
- ◆ Jobs typically requiring a doctoral degree
- ◆ Jobs typically requiring a professional degree

Includes Mike Farr's career planning and job search techniques PLUS sample resumes.

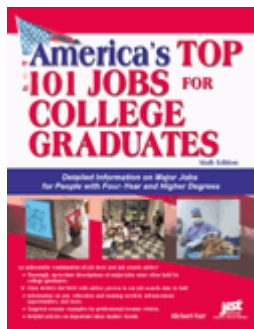
NEW!

America's Top 101 Jobs for College Graduates, Sixth Edition

Author: J. Michael Farr

Format: 384 pp, 8.5x11, softcover, copyright: 2002

C2-J0716 \$15.95



NEW!

Quick Guide to Career Training in Two Years or Less

By Laurence Shatkin, Ph.D.

- ◆ Concise, thorough descriptions of 104 training and education programs!
- ◆ Includes self-assessment based on readers' skills, favorite high school courses, and values!

This new reference has two-page descriptions of the 104 hottest training and education programs. And none of these programs takes more than two years to complete!

Each description is packed with information, including a career snapshot, related specialties and careers, typical courses, suggested high school courses, and essential knowledge and skills needed for the career. CIP and GOE codes are included to cross-reference to a wealth of educational and training information.

Plus, the first section of the book has a set of assessments based on readers' interests, skills, favorite high school courses, and values that lead readers to training programs and careers they should investigate! And there are extensive indexes by careers, training programs, high school courses, interest areas, and GOE work groups.

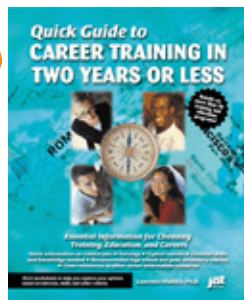
Essential reference for: *High school students *High school vocational education programs *School-to-work and school-to-career programs *Guidance counselors and parents * Vocational/technical schools, two-year community colleges * Workforce development * Adult career changes.

Quick Guide to Career Training in Two Years or Less

Format: 7.5x9.5, 304 pages, softcover, copyright: 2004

J9813

\$16.95



Career Guide to America's Top Industries, Sixth Edition

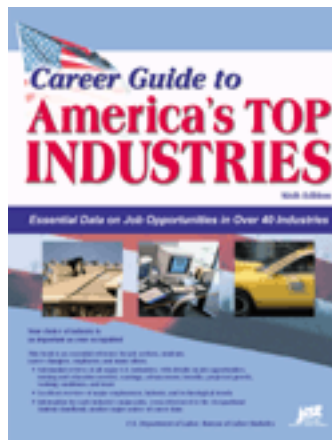
Presenting Job Opportunities and Trends in Over 40 Major Industries

by the U.S. Department of Labor

Reading Level: Grade 8, For: HS-Adult

NEW!

The VERY worthy companion to the famous Occupational Outlook Handbook!



Career Guide to America's Top Industries, Sixth Edition

Author: U.S. Department of Labor

Format: 272 pp, 8.5x11, softcover, copyright: 2004

CO-J0325 \$13.95

The new edition of *Career Guide to America's Top Industries* provides detailed information on important trends in the economy and labor market that will affect job opportunities in 42 major industries.

- ◆ Based on the latest information from the U.S. Department of Labor, this guide is an important tool in business and career planning.

◆ Prepare for interviews by knowing more about specific industry trends and characteristics

◆ Plan careers by exploring job and career options in industries not otherwise considered

◆ Select higher paying industries

◆ Get general information on trends

Career Guide to America's Top Industries

includes information-packed reviews of 42 top industries, covering more than 80% of all wage and salary jobs. These industries are organized in easy-to-find clusters.

Agriculture, mining, and construction
Manufacturing
Transportation, communications, and public utilities
Wholesale and retail trade
Finance and insurance
Services
Government

All descriptions have been updated to include the latest employment trends, type of jobs available, working conditions, training and advancement, earnings, benefits, future growth and trends, and sources of additional information.

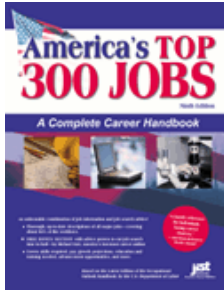
Based on material that's prepared and updated every two years by people who produce the OOH!

For Career Posters -
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www.teachersmarketplace.com
and click on the link to download
this .pdf catalog, plus many
others

TOP JOBS

America's Top 300 Jobs, Ninth Edition

A Complete Career Handbook
by the U.S. Department of Labor
Reading Level: Grade 8, For: HS-Adult



America's Top 300 Jobs, Eighth Edition

copyright: 2004

C2-J0694

\$18.95

An Essential Tool for Everyone in the Workforce:

- ◆ Employers and business people.
- ◆ Working people.
- ◆ Job Seekers.
- ◆ Career Changers.
- ◆ Students.
- ◆ Counselors.

Based on the latest edition of the Occupational Outlook Handbook, by the U.S. Department of Labor. Thorough, up-to-date descriptions of all major jobs covering almost 90% of the workforce. Well-written descriptions cover skills required, pay rates, growth projections, education and training needed, working condition, advancement opportunities, and more. BONUS: Includes results-oriented career planning and job search advice section by Michael Farr, America's foremost career author. Essential reference for job seekers, students, career changers, counselors, teachers, and employers.

This is our bookstore version of the Occupational Outlook Handbook, 2004-2005 Edition. It includes all of the more than 260 job descriptions from the OOH. BONUS section: Unlike the OOH, America's Top 300 Jobs has a section with results-oriented job search and career planning advice by Michael Farr, whose books on self-directed job search and career planning have sold a collective 2+ million copies. Updated every two years, thousands of students have used previous editions to research job tasks and terms to use in their resumes and to prepare for job interviews.

America's 101 Fastest Growing Jobs Eighth Edition

Detailed Information on the 101 Fastest Growing Jobs in Our Economy

by Michael J. Farr
Reading Level: Grade 8, For: HS-Adult



- ◆ One of the top 10 best-selling career books in the country.
- ◆ An essential resource for career changers, job seekers, students, and everyone wanting to get ahead in their careers.

The 101 best jobs in our economy!

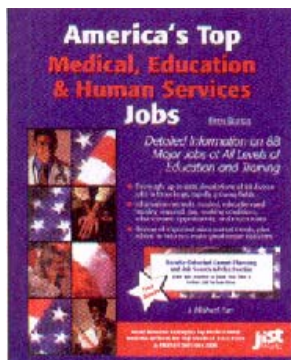
Jobs with high pay and fast growth are available at all levels of education and training - but you have to know what they are. This book will tell you. It provides descriptions for ALL the major jobs with average or higher growth rates PLUS the jobs that are projected to create the largest number of openings! These jobs are where most of the growth and opportunity will be in the years ahead.

- ◆ **101 Thorough Job Descriptions:** This is 37 more jobs than the previous edition. Based on the latest information from the U.S. Department of Labor, each description details tasks and responsibilities, working conditions, skills required, projections for growth, average earnings, training or education required, related jobs, and sources of additional information.
- ◆ **Career Planning and Job Search Techniques.** Presents Mike Farr's results-oriented career planning and job search advice - techniques that have been proven to cut job search time in half.
- ◆ **Important Industry and Job Trends.** Reviews major trends that will affect the future - and suggests how job seekers and career changers can benefit from them.
- ◆ **Additional Information on over 500 Jobs.** Summary information on all major occupations in the workforce, including details on future growth, earnings, and education required plus additional info including web sites.
- ◆ **Resume examples by professional resume writers**

copyright: 2003

C2-J0708

\$15.95



America's Top Medical, Education & Human Service Jobs, Fifth Edition

Detailed Information on 88 Major Jobs at All Levels of Education and Training

by Michael J. Farr
Reading Level: Grade. 8, For: HS-Adult

This freshly revised edition is especially good for people who think they would like to work in the medical, education, or human service fields, but who would benefit from more information about the kinds of jobs that are available. And of course, professionals who work with career changers and job seekers can do quick but thorough research on three major fields.

Each Job description is packed with a wealth of information on some of the most desirable jobs in the labor market, including working conditions, required skills, education and training, and typical pay and benefits.

New Information Includes

- ◆ Increased number of job descriptions - updated descriptions for all major jobs - 88 in all.
- ◆ Career planning and job search section with example resumes written by professional resume writers.
- ◆ Helpful articles on labor market trends.

America's Top Medical, Education & Human Services Jobs, Fifth Edition

Author: J. Michael Farr
Format: 352 pp, 8.5x11, softcover,
copyright: 2001

C2-J7217

\$9.95

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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

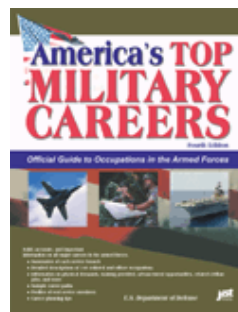
The Official Guide to Occupations in the Armed Forces
By the U.S. Department of Defense

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.

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!

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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

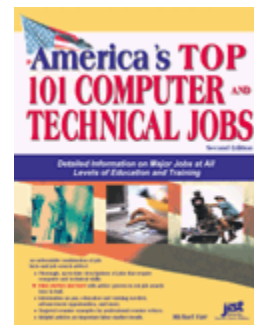
Author: J. Michael Farr

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

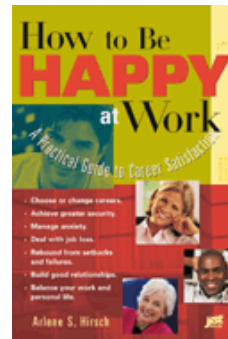
\$15.95



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

Health-Careers for the 21st Century

by Dr. Saul Wischnitzer and Edith Wischnitzer
For HS-Adult

- Practical directory of more than 80 allied health-care careers!
- Lists health-care career programs in all 50 states!
- The best guide to many good jobs that require less than four years of college!

The explosive growth of health-care fields brings opportunity for good pay and good works, often with less than a four-year college degree!

This expert reference examines in detail the key traits of more than 80 allied health-care careers. Many of these jobs offer good pay, good working conditions, flexible hours, and the immense satisfaction that comes with helping people get well. Plus, many allied health-care jobs require less than four years of post-secondary training!

Health-Care Careers for the 21st Century makes extensive use of graphs and charts to present rich detail about more than 80 allied health-care careers. But it goes beyond the basics by giving readers a sense of the daily working demands and a feel for what it's like to work in health care. Dr. Wischnitzer draws on his many years of medical school teaching to examine ethics and professional-patient relationships.

Fully understand 80 health-care careers!

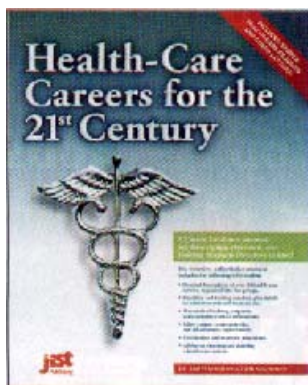
- Thorough reviews of 80 top health-care careers, from those directly related to human medicine to others, such as veterinary assistant
- Describes job responsibilities, training required, salaries, work settings, career potential, and more
- Covers certification, registration, and licensure
- Discusses your attitude, how to relate to patients, and the importance of taking care of yourself

Learn about training programs, financial aid, and admission tests!

- Lists thousands of training and educational programs, including addresses, phone numbers, and Web sites
- Reviews numerous sources of financial aid, including eligibility requirements and contact information
- Describes required admission tests, plus their costs and contents

Complete career guidance!

- Assists with career exploration and self-assessment through numerous checklists and worksheets
- Helps readers decide on a health-care career and plan for educational and training costs
- Provides examples of health-care resumes and cover letters
- Walks readers through the job-search and interview process



Health-Care Careers for the 21st Century

Authors: Dr. Saul Wischnitzer and Edith Wischnitzer
Format: 448 pp, 8.5x11, softcover
Copyright: 2000
C2-J6679

\$24.95

Career Success is Color-Blind

Second Edition

Overcoming Prejudice and Eliminating Barriers in the Workplace

by Ollie Stevenson

How to achieve success regardless of racial or cultural backgrounds!

Millions of minorities face the challenges of integrating themselves in working society. Here's a great new guide filled with case studies and interviews to guide readers to success regardless of racial or cultural backgrounds.



Case studies include factual "frontline" experiences of people that illustrate the successes - and potential pitfalls - that await all who pursue successful careers. Plus, there are inspiring interviews with people who have achieved success in the American business system.

This timely guide is also very helpful for non-minorities who need help relating to minorities in the workplace.

Format: 368 pp, 6x9, softcover, copyright: 2000
C2-J7330

\$16.95

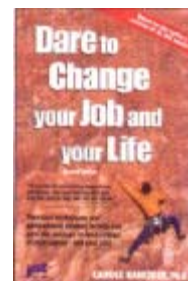
Dare to Change Your Job and Your Life, Second Edition

by Carole Kanchier, Ph.D.

Practical, thought-provoking - this recently updated book challenges readers to confront their lives in basic, honest ways, then provides a hands-on guide to change, growth, and redirection. Based on interviews with more than 5,000 adults from a cross-section of backgrounds.

Format: 344 pp, 6x9, softcover, copyright: 2000
C2-J5567

\$16.95



Ready, Set, Organize! Second Edition

A Workbook for the Organizationally Challenged

by Pippi Campbell Peterson

Entertaining, practical book for the organizationally resistant! Lots of charts and checklists.

Format: 224 pp, 7.5x9.25, softcover, copyright: 2002
C2-P1110

NEW!



\$12.95

Digital Portfolios in Teacher Education

NEW!

Jody Britten, Joan McFadden, Laurie Mullen, Interest Level: College/Adult

An exciting new product: *Digital Portfolios in Teacher Education*, a paperback book to be published for the Fall 2004 classes.

Digital Portfolios in Teacher Education presents college-level students with the skills necessary for developing digital portfolios and emphasizes their significance in today's educational system. Helpful student tips and advice are presented for learning both conceptual and technical information related to this technology. This book will become an important practical tool for Education majors during their college years and throughout their professional careers.

KEY FEATURES

- Most current college-level digital portfolio book available
- Easy-to-follow digital portfolio model driven by professional standards
- Student questions and activities
- Excerpts of student portfolio examples
- Thorough presentation of digital portfolios and standards needed in Teacher Education. The material is presented in eight chapters and additional support material will be available on our Web site.

Format: Softcover, 7.5 x 9.25, 160 pp., Copyright: 2005

J1100

\$19.95

SELF-EMPLOYMENT RESOURCES

Self Employment: From Dream to Reality! 2nd Edition

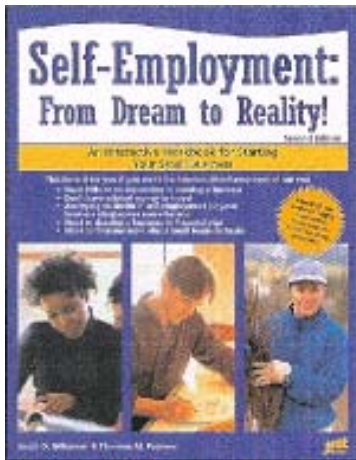
An Interactive Workbook for Starting Your Small Business
by Linda Gilkerson & Theresia Paauwe
Based on the authors' highly successful "Microenterprise"
Training Program.

- ◆ An excellent workbook for people who want the freedom of self-employment, but may have little or no experience in running a business
- ◆ Makes intimidating topics, such as break-even analysis, easy for anyone to understand
- ◆ Appeals to individuals with little money or business experience (including those who might be economically or otherwise disadvantaged)
- ◆ **New exercises to help define and begin a new business**
- ◆ Ten action steps to achieve the goal of starting a business
- ◆ Updated examples and text throughout, along with updated information of business forms, record keeping, and financial statements
- ◆ New information on using PCs, the Internet, and other technology in business

This unique book leads readers through the planning and start-up process for a small business. With very clear explanations, examples, exercises, and worksheets, readers learn if they have what it takes to succeed; how to define and set goals for their dream; how much money they will need to get started; who their customers are; how to price and market their business; and how to keep records and handle cash flow, taxes, insurance, and legal issues.

"Interactive - fun - practical - easy to understand - refreshing - a learning experience - wealth of information - helpful - lots of good examples - it made me believe I could do it -"

- Enthusiastic comments
from people who have read
this book or attended the
author's workshop



Plan and start a small business!

- ◆ Very clear explanations
- ◆ Numerous examples
- ◆ Lots of interactive worksheets and exercises

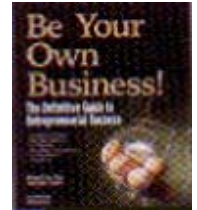
Video Guide to Summer and Part-Time Jobs

They're Not Just Jobs
Presents important aspects of working often overlooked
by teens and young adults.
Length: 25 minutes, copyright: 1998
C2-JV4870 \$129.00



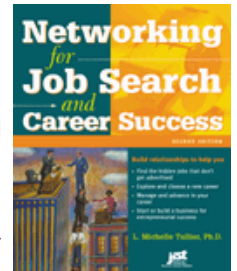
Be Your Own Business! The Definitive Guide to Entrepreneurial Success

Edited by Laverne L. Ludden, Ed.D.
Format: 334 pp, copyright: 1998
C2-P0823 \$16.95



Networking for Job Search and Career Success

Connecting with People for Career and
Job Success
By Michelle Tullier, Ph.D.
Clear, lively advice. Teaches the principles of
networking and cultivating productive relationships for
optimal career success. Provides information on
dealing with difficult people, improving personality, and
finding mentors.



NEW!

NetWorking for Job Search and Career Success
Format: 7.5x9.25, 408 pages, softcover, copyright: 2004
J0678 \$16.95

Young Entrepreneurs Learning the Business of Youth Self-Employment

Starting or owning your own business is part of the American
Dream. But there are a lot of misconceptions about getting
into business for oneself, especially among young people. Many
think they are too young to start businesses, or that they need
a lot of money to get started. And often they lack knowledge of
basic business concepts.

Young Entrepreneurs offers solid advice for teens that helps them overcome
misconceptions, decide if self-employment is a good option for them, and under-
stand the basics of owning and running a business.

Length: 17 minutes, copyright: 1999
C2-JV532X



\$129.00

Military-to-Civilian Career Transition Guide The Service Member's Essential Job Search Handbook

Janet I. Farley
Interest Level: Adult

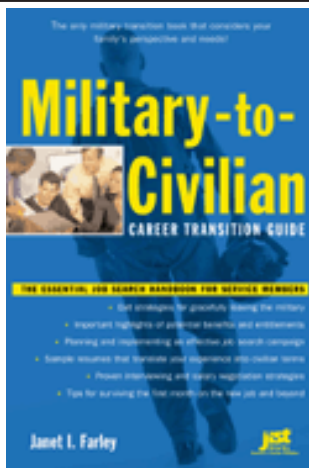
This book provides a framework for career transition for military service members and their families. While other books similar in scope address just one or two aspects of the job search process, this one addresses the actual entire transition process and includes the family perspective with it.

Key Features:

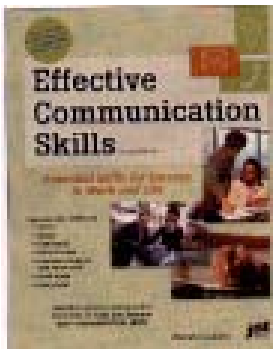
- ◆ Considers the family's perspective and needs during the transition process.
- ◆ Includes charts, checklists, and worksheets.
- ◆ Provides resume and cover letter advice and sample resumes and cover letters for transitioning military personnel.
- ◆ Helps with making the decision to leave the military.
- ◆ Helps with surviving the first month on the job and beyond.

Format: 240 pp., 6 x 9, softcover
Copyright: 2005
J0910 \$15.95

NEW!



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*

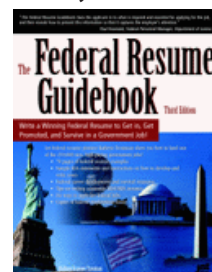
The Federal Resume Guidebook, Third Edition

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.

JOB SEARCH VIDEOS

Recommended for: Grade 8 - Adult

Award Winning Videos!!

NOW IN DVD FORMAT!



The 50 Best Jobs for the 21st Century

- ◆ New videos that deliver occupational information on targeted lists of the best jobs!
- ◆ The ONLY videos based on data from Department of Labor's new Occupational Information Network (O*NET), release 3.0
- ◆ Informative, fast-paced.
- ◆ Appealing focus on the best jobs.

Much of the information comes from real "experts" - people who are actually employed in a representative sample of the best jobs. And these experts talk about why they chose their current jobs, the relative importance of money in their choices, their likes and dislikes, and the training/preparation required. Great advice from experienced employees to people considering jobs in their fields!

All jobs in these new videos were selected from 650 jobs that meet one or more of three criteria:

1. Number of job openings is expected to increase 10% or more.
2. Average annual earnings are equal to or greater than \$40,000
3. Occupation has 100,000 or more job openings each year

The 50 Best Jobs for the 21st Century Promising Careers With a College Degree

A Partial list of jobs in this video includes:

- ◆ Doctors
- ◆ Paralegals
- ◆ Designers
- ◆ Computer programmers
- ◆ Secondary school teachers
- ◆ Loan officers and counselors
- ◆ Electrical and other electronic engineers
- ◆ Occupational therapists
- ◆ Writers and editors
- ◆ Top executives

42 minutes, copyright 2001

C2-JV6520 VHS \$149.00
C2-JD0643 DVD \$149.00

The 50 Best Jobs for the 21st Century Promising Careers Without a College Degree

A partial list of jobs in this video includes

- ◆ Musicians
- ◆ Vocational education and training instructors
- ◆ Clerical supervisors and managers
- ◆ Correction officers
- ◆ Insurance adjusters, examiners, and investigators
- ◆ Sales specialists and support workers
- ◆ Food service and lodging managers
- ◆ Cost Estimators
- ◆ Police patrol officers
- ◆ Flight attendants

35 minutes, copyright: 2000

C2-JV6547 VHS \$149.00
C2-JD0651 DVD \$149.00

The 50 Best Jobs for the 21st Century Fastest Growing Fields

A partial list of jobs in this video includes

- ◆ Physician's assistants
- ◆ Dental hygienists
- ◆ Medical records technicians
- ◆ Personal and home care aides
- ◆ Electronic semiconductor processors
- ◆ Occupational therapy assistants
- ◆ Residential counselors
- ◆ Human services worker
- ◆ Desktop publishing specialists

35 minutes, copyright: 2002

C2-JV6555 VHS \$149.00
C2-JD0635 DVD \$149.00

The 50 Best Jobs for the 21st Century Good Pay, Most Openings, Fastest Growth

A partial list of the jobs include

- ◆ Systems analysts
- ◆ Computer engineers
- ◆ Engineering, mathematical, and natural science managers
- ◆ Marketing, advertising and public relations managers
- ◆ Computer scientists
- ◆ Physical therapists
- ◆ Special education teachers
- ◆ General managers and top executives

36 minutes, copyright: 2000

C1-JV6970 VHS \$149.00
C1-JD0627 DVD \$149.00

Winner of Three Awards!
Videographer Award of Distinction
Worldfest Finalist
Communicator Honorable Mention

The 50 Best Jobs for the 21st Century Video Series

Length: Four videos, 32-42 minutes each

Style: Informational

Key Characteristics: Culturally diverse

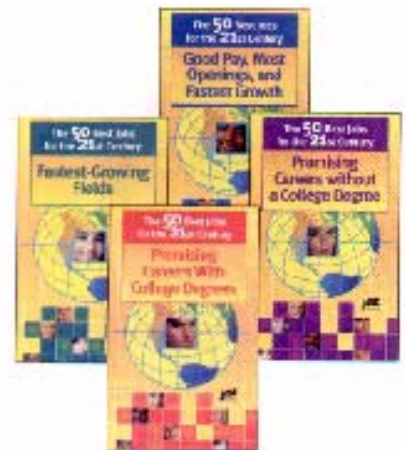
Production Date: 2000-2002

Four-Video Series - Save \$100

C2-JV7268 VHS \$496.00

C2-JD0619 DVD \$496.00

Wouldn't the "best" jobs for me be different from the "best" jobs for you? Of course! The best jobs are ones that support your lifestyle, likes/dislikes, talents, values, and goals. And that's the strength of these new videos: *They don't presume to list the best jobs for everyone, each video presents a targeted list of "best" jobs!*



PRODUCT PACKAGES



Additional Career References Package

Package contents: One copy of each book listed below.

J0694	America's Top 300 Jobs	\$18.95
J0015	America's Top Military Careers	\$24.95
J8809	America's Fastest Growing Jobs	\$15.95
J5265	Guide to America's Federal Jobs	\$18.95
J7195	America's Top White-Collar Jobs	\$16.95
J8825	America's Top Jobs for People Without a Four-Year Degree	\$15.95
J8817	America's Top Jobs for College Graduates	\$15.95
J7217	America's Top Medical, Education & Human Services Jobs	\$16.95
J8833	America's Top Computer and Technical Jobs	\$15.95
J6679	Health-Care Careers for the 21st Century	\$24.95
J8906	FBI Careers	\$18.95
CC-PKG27	One copy of each book	Save more than \$20! \$184.00



Instant Education and Training Reference Package

Package Contents: 1 copy of **Quick Guide to College Majors and Careers** (relates 286 careers with 118 college majors), 1 copy of **Quick Guide to Career Training in Two Years or Less** (thorough descriptions of 104 training and educational programs), 1 copy of **The Kid's College Almanac** (excellent primer on college for middle and junior high students), 1 copy of **The College Majors Handbook** (Learn what actually happened to more than 150,000 undergraduates from 60 college majors), and 1 copy of **Best Career and Education Web Sites** (Listings and reviews of the 340 VERY BEST sites on the Internet for college, careers, training, and job search).

J8345	Quick Guide to College Majors and Careers	\$16.95
J9813	Quick Guide to Career Training in Two Years	\$16.95
J7306	Kid's College Almanac	\$16.95
J5184	College Majors Handbook	\$24.95
J9600	Best Career and Education Websites	\$12.95
CC-PKG58	Instant Education & Training Package	\$80.75

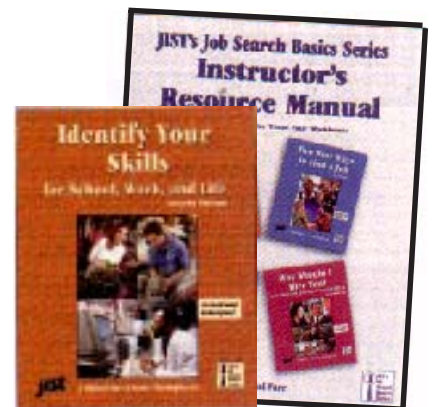
Save \$8!

Instant Skills Identification Package

Identify Your Skills for School Work & Life is a 96 page workbook that covers this important first step in self-directed job searches. Great for resume writing and interview preparation. **Package contents:** 25 copies of **Identify Your Skills** student workbook, one **Instructor's Resource Manual**. NOTE: Order additional student workbooks at a discount price of \$7.16 each when you order the package. Suggested videos: **Skills Identification, You DO Have Experience!**

J5834	Identify Your Skills for School, Work & Life (25)	\$7.95
J6210	Instructor's Resource manual (1)	\$24.95
CC-PKG29	Instant Skills Identification Package	\$173.75

Save \$25!



PRODUCT PACKAGES

Instant Career Planning & Job Search Class or Program Package - *Getting the Job You Really Want* - Won Award for the Best Career Book of the Year!

Package Contents: 25 copies of *Getting* workbook (each includes the *Getting the Job You Really Want Pocket Data Guide*, one *Instructor's Guide*, One *Instructional Transparencies*. Revised in 2002, the Fourth Edition of *Getting the Job You Really Want* was selected as the "Best Career Book of the Year" by the Publishers Marketing Association Association. More than 400,000 copies have been used to structure results-oriented courses in postsecondary career schools, community colleges, employment and training programs, and high schools. **NOTE:** Order additional copies of *Getting The Job Your Really Want* at a discount price of \$11.66 each when you order the package.



J8035	Getting the Job You Really Want (25)	\$12.95
J8191	Getting the Job Pocket Data Guide (Pkg of 25)	\$29.95
J8205	Instructor's Guide (1)	\$14.95
J8183	Instructional Transparencies (pkg of 64)	\$69.95
CC-PKG36	Instant Career Planning Package	\$394.60
	Save \$44	

Instant Career Awareness Package

Package Contents: Five copies of *Young Person's Occupational Outlook Handbook*, two packages of *Young Person's Occupational Outlook Handbook Activities*. The YPOOH is filled with one-page descriptions for 260+ major jobs, uses graphics to present key details. Use starting in Grade 5 and consider for ESL and lower reading. **NOTE:** Order additional packages of *YPOOH Activities* at a discount price of \$22.95 each when you order the package.

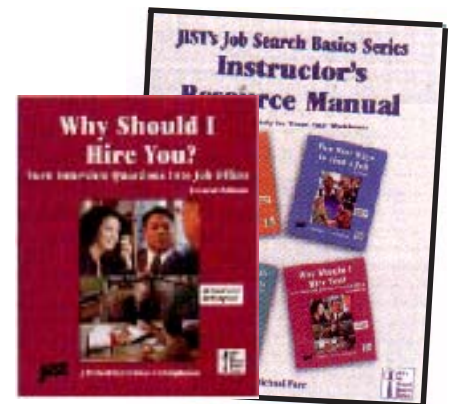


J9058	Young Person's Occupational Outlook Handbook YPOOH (5)	\$19.95
J9767	YPOOH Activity Package (25) (2 Packages)	\$24.95
CC-PKG31	Instant Career Awareness Program	\$134.65
	Save \$15	

Instant Interviewing Job Search Course Package

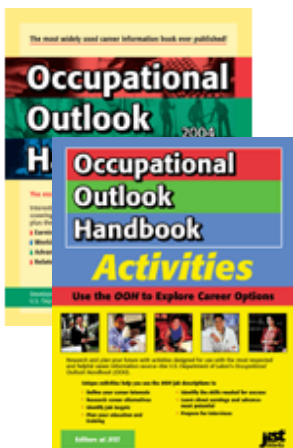
Package Contents: 25 copies of *Why Should I Hire You?* student workbook, and one *Instructor's Resource Manual*. Workbook helps readers turn interview questions into job offers. Includes role play. **Note:** Order additional student workbooks at a discount price of \$7.16 each when you order the package.

J5826	Why Should I Hire You? (25)	\$7.95
J6210	Instructor's Resource Guide (1)	\$24.95
CC-PKG34	Instant Interviewing Job Search Package	\$173.75
	Save \$25	



Instant Career Exploration OOH Program Package

Package contents: Five copies of *Occupational Outlook Handbook* softcover, four packages of *Occupational Outlook Handbook Activities* (pkg of 10). The OOH is the best basic career reference. The OOH has 2 to 4 page descriptions for 270+ major jobs with photos and charts. **Note:** Order additional packages of *OOH Activities* at a discount price of \$17.96 each when you order the package.



J9880	Occupational Outlook Handbook	\$16.90
J9783	Occupational Outlook Handbook Activities (5 packs of 10)	\$19.95
CC-PKG30	Instant Career Exploration OOH Program Package	\$164.25
	Save \$20	

Ordering Information

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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.

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