

JIST



2005 Career Catalog

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

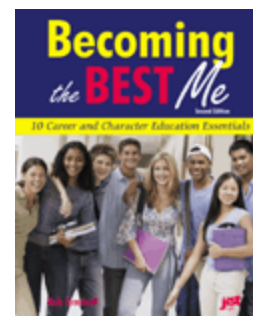
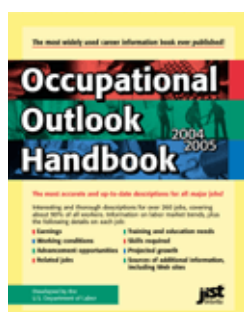


New Stuff

Keep an eye out for these titles while browsing the catalog!



NOTE: A PRODUCT PROFILE is a downloadable .pdf file that concentrates on only one product. There are three - the Occupational Outlook Handbook, Becoming the Best Me, and the Enhanced Occupational Outlook Handbook. Connect the internet and click on the covers of the books to download the files, or click on the titles here.



ASSESSMENTS

Related Products

- ◆ Individual Employment Plan (IEP)
- ◆ Job Search Attitude Inventory (JSAI)



Barriers to Employment Success Inventory, Second Edition, Author: John J. Liptak
Format: 8.5x11, pkg of 25, 6-panel foldout, self-scoring, self-interpreting, consumable, no other components needed. FREE **Administrator's Guide** included with package. **copy-right:** 2002
 C2-JA8590 Package of 25
 1-9 pkgs \$39.95
 10+ pkgs \$35.95

FREE sample
call 1-800-757-7668

Barriers to Employment Success Inventory, Second Edition

Identify Barriers to Getting and Succeeding on a Job

By John J. Liptak, Ed.D.
For: HS-Adult, Reading Level: Grade 8

Excellent for programs that must document results - Workforce Investment Act, Welfare-to-Work, rehabilitation - to name some!

- ◆ A simple cost effective way to identify and document key employment barriers!
- ◆ Takes just 20 to 30 minutes!
- ◆ Same low price as previous edition - less than \$1.60 per test!
- ◆ More than 300,000 copies in print!

Key Features Maintained in Second Edition

The **BESI** is now one of JIST's most popular assessments. The new second edition keeps key features:

- ◆ Same user friendly format with easy-to-follow instructions.
- ◆ Scoring AND interpretation are all in one piece! Test-takers understand what the test means right away!
- ◆ Self-scored and interpreted - fosters self-directed attitudes and behaviors.

There Are Several Improvements

- ◆ Simplified language, design, and instructions make it even easier for users to read and complete.
- ◆ Color-coding to distinguish barrier categories, helping users move confidently from step to step.
- ◆ Easy checklists for identifying employment barriers and ways to overcome them.

How the BESI Works

Test-takers rate 50 simple statements (such as "Learning to deal with anger" and "Returning to school to improve my chances for work"), then self-score these items into five categories. Scores for each cluster are put on a graphic profile, making it easy to identify problem areas. The five barriers are:

- ◆ **Personal.** A lack of basic survival needs such as housing or transportation.
- ◆ **Physical and Psychological.** Problems including substance abuse and low self-esteem.
- ◆ **Career Planning.** A lack of career planning and career-decision making skills.
- ◆ **Job Seeking Skills.** A lack of knowledge of job seeking techniques or a lack of a job search plan.
- ◆ **Education and Training.** A need for additional job training or education for the job sought.

Encourages an Action Plan: The final panel suggests ways to overcome barriers and helps test-takers create action plans, a step often overlooked in other assessments. These plans can be used in group or individual career counseling to deal with problems.



Job Search Attitude Inventory, Second Edition, Author: John J. Liptak, Ed.D.
Format: 8x11, pkg of 25, 6-panel foldout, consumable, no other components needed. Package includes FREE 8 page **Job Search Attitude Inventory Administrator's Guide**. **copy-right:** 2002

C2-JA8604 Package of 25
 1-9 pkgs \$39.95
 10+ pkgs \$35.95

FREE sample
call 1-800-757-7668

Job Search Attitude Inventory (JSAI), Second Edition

By John J. Liptak, Ed.D.
For: HS-Adult, Reading Level: Grade 7

Benefits

The **JSAI** provides a quick assessment of how motivated a person is likely to be to find a job. Since self-motivated persons can benefit from relatively inexpensive services - such as job search assistance or reading a job search book - the **JSAI** can save far more than it costs! The instrument has immediate application to:

- ◆ **Predict who is more likely to find jobs in less time.** Extensive experience and research indicate that self-directed attitudes toward getting jobs are more likely to result in people getting jobs in less time.
- ◆ **Target valuable program resources.** The **JSAI** can help determine who is most likely to benefit from services, as well as those who need alternative services.
- ◆ **Use as a pre- and post-test.** Measure the effectiveness of programs that improve attitudes and self-esteem.
- ◆ **Improve program results and cost-effectiveness.** Very important where job placement must be documented as an outcome.

How the JSAI Works

Test-takers agree or disagree with 32 statements on a four-point scale. Then they self-score the instrument, turn the page, and place their scores on a graphic profile that shows four measures: Luck vs. Planning; Involved vs. Uninvolved; Self-Directed vs. Other-Directed; Active vs. Passive.

Test-takers and professionals receive immediate visual feedback - no waiting for batch or off-site computer scoring.

- ◆ Great for programs where getting a job is an outcome.
- ◆ Self-Scored, fosters self-directed attitudes and behaviors.
- ◆ Quick - takes just 30 minutes to complete.
- ◆ New Lower Price!

Improvements in the JSAI, Second Edition

- ◆ Simplified language and instructions plus the six-panel design make it easier for users to read, complete and score.
- ◆ Offers job seekers concrete suggestions on how to move from being passive and uninvolved in their job search to being confidently active and motivated in finding work.
- ◆ New research on "learned helplessness" and victim mentality is presented in the revised **JSAI Administrator's Guide**. These conditions often hold job seekers back.
- ◆ Documents validity and reliability when used with several different groups, including convicted offenders, welfare-to-work clients, and youth.

ASSESSMENTS



Here are just a few of the many reasons why the **CEI** is so popular:

1. Less expensive than the many other tests - just \$1.40 each, or less.
2. Self-scored and interpreted - fosters self-direction.
3. Immediate feedback - graphic scores in 15 career clusters.
4. Use with diverse groups - modest reading level, clear text, and great design.
5. Easy to use - administer individually or in groups in 30-45 minutes.
6. Career information AND planning included in the same piece!
7. Charts 15 career clusters and hundreds of job titles.
8. Cross referenced to major career references.

Free Sample!
Call 1-800-757-7668

The Career Exploration Inventory (CEI), Second Edition

A Guide for Exploring Work, Leisure, and Learning
by John J. Liptak, Ed.D.
For: HS-Adult, Reading Level: Equivalent to Grade 7

Self-scoring, self-interpreted, and loads of career information-ALL in one 12-panel folder!

The **CEI** asks test-takers to consider their past, present and future activities by reflecting on 120 brief activity statements. Test-takers then indicate whether they enjoyed or would enjoy that activity. A simple self-scoring grid totals the responses and provides an immediate graphic picture of interest levels in 15 career clusters. And here is the good part: Test-takers unfold the device to its *Work, Learning, & Leisure Activities Guide*. Here they find a big chart with information on each of the 15 career clusters. Using the results of their inventory, they can focus on 2 to 3 career clusters of greatest interest to them.

The CEI includes much more than most interest tests: Information AND career planning! The **CEI** folds out to a big six-panel chart titled the "Work, Leisure, and Learning Activities Guide." It's packed with useful information for each of the 15 career clusters including:

◆ **Related Occupations**-A complete list of all job titles from the *Occupational Outlook Handbook (OOH)* related to each career cluster. This ties the **CEI** to a major source of additional information on jobs via quick look up of descriptions in the *OOH*. Clever!

◆ **Typical Leisure Activities**-Lists leisure activities related to each career cluster. Those with limited work experience relate to the career cluster, which helps guide them to school or leisure activities related to their interests.

◆ **Related Education and Training**-Names specific high school and college courses, college majors, or training programs related to the career cluster.

◆ **Related GOE Interest Areas and Work Groups**-Lists the new *GOE* Interest Areas and Work Groups related to the career clusters. And the *GOE* then cross-references to all *O*NET* jobs, providing access to the most up-to-date of all occupational information sources.

Even **MORE** Features...

◆ **Formal Test with Good Validity.** The **CEI** has formal validity data comparing favorably to other well-known career interest tests. The professional manual describes the test's conceptual framework and validation process.

◆ **Provides Additional Sources of Information.** Gives specific sources of additional information, including major career and learning references and the Internet.

◆ **Career Planning Worksheet.** A "Work, Leisure & Learning Activities Worksheet" is included that encourages people to make specific plans and take action.

◆ **Tips for Instructors and Counselors.** Included with each package of the **CEI** is a free tips booklet for using the **CEI** in individual and group activities.

The Career Exploration Inventory, Second Edition

Author: John J. Liptak

Format: 8.5x11, pkg of 25, 12 panel foldout, self-scoring/self-interpreting, consumable, no other components needed. Includes a free *Tips for Using the CEI* booklet. copyright: 2001, Pack of 25, Workshop manual now available!

English C2-JA6202	\$34.95
1-9 pkgs	\$34.95
10+ pkgs	\$30.95
Spanish C2-JA9015	\$37.95
Workshop Manual	
C2-JA6121	\$19.95 NEW

Professional Manual for the Career Exploration Inventory, Second Edition

Format: 96 pages, GBC-bound, copyright: 2001
C2-JA8310 \$34.95

Transition-to-Work Inventory (TWI)

John Liptak, Ed.D.

Reading Level: Grade 7, Interest Level: High School-Adult

- ◆ An excellent inventory for people with little or no work experience—matches interests to job options!
- ◆ Takes just 25 minutes—use in groups or with individuals.
- ◆ Self-administered, self-scored—fosters self-directed attitudes/behaviors.

Most career assessment inventories use past work experience and educational attainment as key factors in identifying job options for the future. But how do people with little or no work experience and/or who have limited education identify job options and make a transition to employment?

What Do You Like to Do? One approach is to match people's interests to job options! Everyone has interests, so the Transition-to-Work Inventory assesses their levels of interest in a wide variety of nonwork activities.

Test takers review a list of just 84 nonwork activities and rate their like (or dislike) of each one—in other words: What do they like to do? Their scores connect to 14 major career interest areas (based on the Guide for Occupational Exploration—GOE).

The inventory opens up to a career exploration chart that presents a wealth of information organized around the 14 GOE areas:

- ◆ Many job titles
- ◆ Related education and training
- ◆ Self-employment options
- ◆ Plus, space is provided for listing the pros and cons of various possibilities, writing the next steps to take, and for journaling.

The *Transition-to-Work Inventory* can be used with a wide audience. None of the items is gender-specific, and it is written for individuals above the junior high school level:

- ◆ Students in school-to-work programs
- ◆ Clients in welfare-to-work programs
- ◆ Ex-offenders in incarceration-to-work programs
- ◆ Job seekers and career changers
- ◆ People returning to the workforce
- ◆ Clients in rehabilitation-to-work programs
- ◆ People with little or no work experience
- ◆ The inventory was tested on people from various situations and programs who were having problems getting employment.

Free Sample!

Call 1-800-757-7668

NEW!



Format: 8.5 x 11, pkg. of 25, 12-panel foldout, self-scoring, self-interpreting, consumable, no other components needed. FREE Administrator's Guide included in each package. Package of 25
Copyright: 2004
JA0759 1-9 pkg \$34.95
10 or more pkgs \$32.95

"Useful for finding new directions or careers. It helps people think outside the box."
—Juan Flores, Tinker Air Force Base, Oklahoma

ASSESSMENTS



O*NET Career Values Inventory
Based on the O*NET Work Importance Locator, Version 3.0, developed by the U.S. Department of Labor

Format: 6-panel foldout, consumable, perforated sheet with 20 work value cards. Includes a FREE **Tips for Using the O*NET Career Values Inventory** and 25 perforated sheets with work value cards. **copyright:** 2002

Package of 25

C2-JA8671	1-9 sets	\$29.95
	10+ sets	\$26.95

New self-directed career exploration assessment!

O*NET Career Values Inventory

*Based on the O*NET Work Importance Locator developed by the U.S. Department of Labor*

For HS-Adult, Reading Level: Grade 9

- ◆ More efficient version of Dept. of Labor's O*NET Work Importance Locator - takes about 30 minutes
- ◆ Links directly to nearly 1,000 occupations described in the O*NET database
- ◆ Cross-references to books, videos, and CD-ROMS with O*NET data
- ◆ Inexpensive - just \$1.20 each

The U.S. Department of Labor collects detailed information on all major jobs and keeps it in a database called the **Occupational Information Network**. Known as the **O*NET**, this database describes approximately 1,000 major jobs, covering about 95% of the labor force.

This new self-directed career exploration assessment helps workers and students explore these **O*NET** jobs based on their work values.

The **O*NET Career Values Inventory** measures six major work values:

- ◆ Achievement
- ◆ Relationships
- ◆ Independence
- ◆ Support
- ◆ Recognition
- ◆ Working conditions

Free Sample!
Call 1-800-757-7668

First, it asks test-takers to look at 20 cards printed with work value statements. Then, test-takers sort the cards by each value's importance. The process results in scores for six major work values, and these cards identify career groups that tend to include these values and to pinpoint specific jobs to explore.

More efficient, and much less expensive! JIST's **O*NET Career Values Inventory** includes all the *Locator's* work values, scoring system, and cross-references to job titles, thereby maintaining the validity of the original. But the O*NET Career Values Inventory combines the DOL's several components into one device with just two components: a foldout inventory and a sheet of 20 value cards. Shorter directions, format changes, and additional content are other changes. **You achieve the same results for a whopping \$4.75 less per test-taker!**

Related Products:

- ◆ **Best Jobs for the 21st Century**, Second Edition
- ◆ **Guide for Occupational Exploration**, Third Edition
- ◆ **Enhanced Occupational Outlook Handbook**, Third Edition
- ◆ **O*NET Dictionary of Occupational Titles**, Second Edition
- ◆ **Quick Guide to College Majors and Careers**
- ◆ **50 Best Jobs for the 21st Century video series**
- ◆ **CareerOINK on CD** - Info on 14,000 job titles
- ◆ **Exploring Careers**
- ◆ **O*Net Career Interests Inventory**



O*NET Career Interests Inventory
Based on the O*NET Work Importance Locator, Version 3.0, developed by the U.S. Department of Labor

Format: 6-panel foldout, consumable, no other components needed. Package includes a FREE **Tips for Using the O*NET Career Interests Inventory**. **copyright:** 2002

Package of 25

C2-JA8663	1-9 sets	\$29.95
	10+ sets	\$26.95

New self-directed career exploration assessment!

O*NET Career Interests Inventory

*Based on the O*NET Work Importance Locator developed by the U.S. Department of Labor*

For HS-Adult, Reading Level: Grade 9

- ◆ More efficient version of Dept. of Labor's **O*NET Interest Profile** - takes about 30 minutes
- ◆ Links directly to nearly 1,000 occupations described in the **O*NET** database
- ◆ Cross-references to books, videos, and CD-ROMS with **O*NET** data
- ◆ Inexpensive - just \$1.20 each

The U.S. Department of Labor collects detailed information on all major jobs and keeps it in a database called the **Occupational Information Network**. Known as the **O*NET**, this database describes approximately 1,000 major jobs, covering about 95% of the labor force.

This new self-directed career exploration assessment helps workers and students identify their work-related interests, what they consider important on the job, and their abilities in order to explore occupations. Test-takers indicate whether they like or dislike 180 various activities and then score their responses. Their scores identify career areas that match their interests and pinpoint specific jobs to explore.

More efficient, and much less expensive! JIST's **O*NET Career Interests Inventory** includes all the *Profiler's* work activity items, scoring system, and cross-reference to job titles, thereby maintaining the validity of the original. But JIST's Inventory has shorter directions and format changes that combine the DOL's several components into a one-piece, 6 panel foldout. **You achieve the same results for a whopping \$4.75 less per test-taker!**

Related Products:

- ◆ **Best Jobs for the 21st Century**, Second Edition
- ◆ **Guide for Occupational Exploration**, Third Edition
- ◆ **Enhanced Occupational Outlook Handbook**, Third Edition
- ◆ **O*NET Dictionary of Occupational Titles**, Second Edition
- ◆ **Quick Guide to College Majors and Careers**
- ◆ **50 Best Jobs for the 21st Century video series**
- ◆ **CareerOINK on CD** - Info on 14,000 job titles
- ◆ **Exploring Careers**
- ◆ **O*Net Career Interests Inventory**

Free Sample!
Call 1-800-757-7668

ASSESSMENTS



Vocational Decision-Making Interview, Revised Edition.

Authors: Thomas Czerlinsky, Ph.D., and Shirley Chandler, Ph.D.

Format: 8.5 x 11; 6 panel fold out; pkg. of 10; includes questions, scoring, scales, observations, and recommendations; consumable; no other components needed. **copyright:** 1999

Package of 10

C2-JA6733	1-9 sets	\$29.95
	10+ sets	\$26.95

Vocational Decision-Making Interview (VDMI), Revised Edition

Thomas Czerlinsky, Ph.D., & Shirley Chandler, Ph.D.

For: Grades 7-Adult, Reading Level: For Non-Readers

A valid, reliable, and useful career counseling tool for people with disabilities and reading problems!

People with disabilities and learning deficits are often unable to take conventional tests without substantial assistance. So, too often, thousands of dollars are spent on services that are ineffective or inappropriate. This can lead to high stress, poor work performance, and eventual job failure.

Quick and Simple

The test requires 20 to 40 minutes to administer and score. The **VDMI** does not require special credentials to administer and interpret.

Better Remediation Plans Lead to Better Results

The **VDMI** helps clarify problems that need to be corrected as part of a successful vocational program. It is not an interest test but a career-counseling tool. The clear scoring and visual scales allow both test-taker and counselor to quickly identify areas that need attention. Schools use the **VDMI** to identify problem areas and to enhance students' career development. Employment programs find it helpful to identify problem areas and to develop more realistic short-term vocational goals.

Useful for students and adults with

- ◆ Low reading skills
- ◆ Learning Disabilities
- ◆ Sight limitations or blindness
- ◆ Mental retardation
- ◆ Chronic mental illness
- ◆ Brain injuries and sensory disabilities

In situations such as

- ◆ Group residential settings
- ◆ Secondary, technical, and vocational schools
- ◆ Vocational rehabilitation counseling

For purposes such as

- ◆ General counseling and guidance
- ◆ Vocational evaluation
- ◆ Program planning and development
- ◆ Development individualized education, transition, or rehabilitation

Vocational Decision-Making Interview Administration Manual, Revised Edition

Format: 40 pp., 8.5x11, suggested for anyone administering the **VDMI**
Paperback

C2-JA613X **\$24.95**

Enhanced Occupational Outlook Handbook™, Fifth Edition

by J. Michael Farr and LaVerne L. Ludden, Ed.D.

Based on Information by the U.S. Department of Labor

For: HS-Adult

◆ **Includes O*NET data from O*NET database, release 3.0**

◆ **WINNER: Best Technical Book by the Mid-America Publishers Association!**

This award-winning book combines the best features of America's three most authoritative occupational references - the **OOH**, the **DOT**, and now, for the first time, the **O*NET**!

Includes the following:

- ◆ All 253 job descriptions from the **Occupational Outlook Handbook**
- ◆ Almost 1,000 additional job descriptions from the **New Occupational Information Network (O*NET)**
- ◆ 12,741 related job titles from the **Dictionary of Occupational Titles (DOT)**
- ◆ Full text job descriptions for the most important 2,600 jobs in the **DOT**
- ◆ Based on the latest data available
- ◆ An Excellent career resource made even better!

This new edition organizes a mountain of occupational information around the user-friendly structure of the **Occupational Outlook Handbook (OOH)**.

First, there are the thorough narrative descriptions of 253 of American's top occupations from the **OOH**. Appended to these descriptions are 7,700+ job titles from the **Dictionary of Occupational Titles (DOT)**. And there are complete **DOT** descriptions for about 2,600 of the most important of these 7,700+.

But the big addition is the NEW data from the Department of Labor's **Occupational Information Network** database. For the first time, nearly 1,000 **O*NET** job descriptions are included, and because they are appended to the **OOH** descriptions, these new descriptions are cross-referenced with both the **OOH** and the **DOT**!

This edition includes lots of new career information, all organized around the **OOH**'s user-friendly occupational cluster. JIST takes great pride in the **Enhanced Occupational Outlook Handbook** - it meets our test of providing easy access to a vast amount of career information!

There simply is no other book like this. Job seekers, career changers, students, and the professionals who work with them will make good use of this terrific new reference.

NEW!

Enhanced Occupational Outlook Handbook, Fifth Edition

Authors: J. Michael Farr and LaVerne L. Ludden, Ed.D.

Format: 768 pp, 8.5x11, softcover and

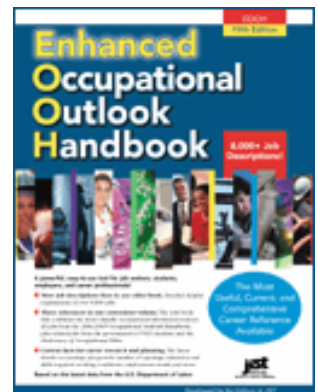
hardcover, **copyright:** 2004

Soft C2-J0309 \$39.95

Hard C2-J0317 \$49.95

Related Products

- ◆ **Occupational Outlook Handbook**
- ◆ **JIST's Electronic Enhanced DOT CD-ROM**
- ◆ **Multimedia OOH, Fifth Edition CD-ROM**
- ◆ **Career Explorer CD-ROM**
- ◆ **O*NET Dictionary of Occupational Titles**
- ◆ **Career Oink**



ASSESSMENTS



Free Sample!
Call 1-800-757-7668



Guide for Occupational Exploration Inventory (GOE) 2nd Edition

A Self-Directed Guide to Career, Learning, and Lifestyle Options

By J. Michael Farr

For: MS-Adult, Reading Level: Grade 8

- ♦ Self-Directed, self-scored - uses intuitive, direct approach
- ♦ Includes more than 1,000 O*NET job titles
- ♦ Job titles organized around 14 GOE career interest areas
- ♦ New lower price - less than \$1.20 each! (In pkg of 25)

Completely Revised!

The new edition of the *Guide for Occupational Exploration Interest Inventory* has been updated in two very significant ways:

- ♦ Information is organized around the 14 career Interest Areas in the recently revised *Guide for Occupational Exploration*.
- ♦ The latest job titles (more than 1,000) from the *Occupational Information Network (O*NET)*, Release 3.0

Very Direct Approach

Many tests ask takers to rate a series of items to identify career interests. But the *GOE Interest Inventory* is much more direct - it simply asks which of the 14 GOE interest areas have the most appeal. This is an intuitive approach, one that takes only minutes yet has excellent research to support its validity.

Chock Full of Occupational Data

Besides more than 1,000 O*NET job titles, the *GOE Interest Inventory* presents details on the major occupations (250+) in the *Occupational Outlook Handbook* education and training, earnings, expected openings, and four skill categories: math, English, science, and computer. **You must order a sample to see how much data is included!**



The Guide for Occupational Exploration Inventory (GOE), Second Edition

Author: J. Michael Farr

Format: 8.5 x 11, 12-panel fold-out self-scoring, self-interpreting, consumable, no other components needed. **FREE Administrator's Guide** included with package.

Package of 25

C2-JA8574	1-9 sets	\$29.95
	10+ sets	\$26.95

Related Products:

- ♦ *Best Jobs for the 21st Century*, Second Edition
- ♦ *Guide for Occupational Exploration*, Third Edition
- ♦ *Enhanced Occupational Outlook Handbook*, Third Edition
- ♦ *O*NET Dictionary of Occupational Titles*, Second Edition
- ♦ *Quick Guide to College Majors and Careers*
- ♦ *50 Best Jobs for the 21st Century video series*
- ♦ *CareerOINK on CD* - Info on 14,000 job titles

Guide for Occupational Exploration, Third Edition (GOE)

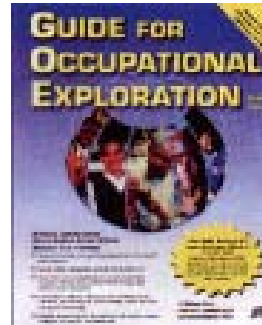
by J. Michael Farr, M.A., LaVerne L. Ludden, Ed.D., & Laurence Shatkin, Ph.D.

Reading Level: NA, For: Adult/Professional

♦ Announcing the first major revision of this important career reference in 20 years.

♦ An essential reference for exploring career and learning options.

Solid Research supports exploring career based on interests.



Guide for Occupational Exploration, Third Edition

Author: J. Michael Farr, M.A., LaVerne L. Ludden, Ed.D., & Laurence Shatkin, Ph.D.

Format: 560 pp, 8.5x11, softcover and hardcover, copyright: 2001

Softcover

C2-J6369 \$39.95

Hardcover

C2-J8264 \$49.95

Here Are Just Some of the Improvements:

New Interest Areas and Work Groups: We simplified the *GOE's* structure by eliminating subgroups, using clearer names, and creating new groups for new technology jobs - there are now 14 Interest Areas and 83 Work Groups, all with helpful new introductions.

Information-Packed Job Descriptions: This revision has descriptions for nearly 1,000 jobs (the original had job titles only) covering more than 95% of the job market. Information includes pay, projected growth, education or training needed, values, skills, abilities, working conditions, and more.

New O*NET Data: The new *GOE* is based on the newest version of the U.S. Department of Labor's Occupational Information Network database (O*NET version 3)

Eight Crosswalks to Careers: Includes extremely useful "crosswalks" to career options based on values, leisure and home activities, favorite school subjects, preferred work settings, skills, abilities, and knowledge.

Easy to Use and Cross-Reference: Standard job titles and codes allow quick cross-reference to other occupational information sources.

The 14 new GOE Interest Areas

The new *GOE* Interest Areas are much easier to understand

- 01 Arts, Entertainment, and Media
- 02 Science, Math and Engineering
- 03 Plants and Animals
- 04 Law, Law Enforcement, and Public Safety
- 05 Mechanics, Installers, and Repairers
- 06 Construction, Mining, and Drilling
- 07 Transportation
- 08 Industrial Production
- 09 Business Detail
- 10 Sales and Marketing
- 11 Recreation, Travel, and Other Personal Services
- 12 Education and Social Services
- 13 General Management and Support
- 14 Medical and Health Services

Related Products

- ♦ *Guide for Occupational Exploration Interest Inventory*
- ♦ *The Career Exploration inventory*
- ♦ *O*Net Dictionary of Occupational Titles*

ASSESSMENTS

Individual Employment Plan With 84-Item Employability Assessment

by LaVerne L. Ludden, Ed. D, and Bonnie Maitlen, Ed.D.
Readability: HS-Adult

Free Sample!
Call 1-800-757-7668

- ◆ A new participant tracking device that captures essential intake information.
- ◆ Records initial AND follow-up assessment data
- ◆ Pinpoints 84 employability assets and barriers
- ◆ Documents participant progress

Excellent for programs that must document results - Workforce Investment Act, Welfare-To-Work, rehabilitation, company outplacement - to name only some!

Many employment and training programs share these three challenges. First, collect consistent information during initial conversations or interviews with participants. Second, record that information and make it available to all professionals who interact with participants. Third, document what happens to each participant.

Now there's a new tracking device, the **Individual Employment Plan (IEP)**, that addresses all three challenges.

Get Consistent Intake Data. Many programs employ paraprofessionals to gather initial intake data. The **IEP** has panel areas that record basic participant data and work history. Assessment outcomes are organized into six areas: career interests, work style or temperament, basic skills set, aptitudes/abilities, occupational/job skills, and behavior patterns.

Determine Critical Employability Assets and Liabilities. Plus, there's an 84-item assessment checklist organized into seven major employability areas:

- ◆ Personal issues and considerations
- ◆ Health and Physical considerations
- ◆ Work orientation
- ◆ Career and life planning skills
- ◆ Job Seeking Skills
- ◆ Job adaptation skills
- ◆ Education and training

Each checklist item can be rated as an employability asset or liability - very useful with determining a participant's critical liabilities.

Track Participant Progress. There is a panel area to record the Training and Services plan, and panel areas to record progress on each element of the plan up to three times.



Individual Employment Plan With 84-Item Employability Assessment, Authors:

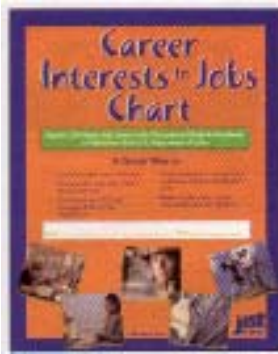
LaVerne L. Ludden, Ed. D, and Bonnie Maitlen, Ed.D.

Format: 8.5x11, pkg of 25, 6-panel foldout, consumable, no other components needed.

Includes a **FREE Individual Employment Plan Administrator's Guide.**
copyright: 2002

Package of 25

C2-JA8728 1-9 sets \$34.95
10+ sets \$30.95



Career Interests to Jobs Charts

Author: J. Michael Farr

Format: 16 pp, 8.5x11, consumable, no other component needed. Package includes 4 page **Instructor's Tips.** copyright: 2002

1-9 packages
C2-JA8779 \$19.95
pkg of 10
10+ packages \$17.95

Related Titles:

- ◆ **Career Exploration**
- ◆ **Career Oink**
- ◆ **Enhanced Occupational Outlook Handbook**
- ◆ **Guide for Occupational Exploration, Third Edition**
- ◆ **Occupational Outlook Handbook, 2002-2003 Edition**

Career Interests to Jobs Chart:

Explore 250 Jobs Listed in the Occupational Outlook Handbook

By J. Michael Farr

For: MS-Adult, Readability: Grade 8

Free Sample!
Call 1-800-757-7668

A fast and direct way to

- ◆ Identify major career interests.
- ◆ Find specific jobs that match those interests.
- ◆ Get details on 250 jobs, covering 85% of the workforce.
- ◆ Cross-reference to more than a thousand specialized jobs and major career information sources.
- ◆ Begin to plan your career, education, and life options.

Only \$2.00 each (in pkg of 10)

Career Interests to Jobs Charts - How it works

The **Chart** is not like traditional interest inventories - it does not ask users to rate statements like "build a brick walkway" or "manage a supermarket." Nor does the **Chart** ask users to score their responses into interest totals and then direct them to a separate resource. Instead, the **Chart** leads to specific job titles in a matter of minutes, then provides specific information on these jobs with cross-references to standard career references - all contained in one inexpensive piece!

All major jobs are organized into the 14 major career interest areas of the **Guide for Occupational Exploration (GOE)**.

Users are directed to select the three areas that interest them most. Then users review "work groups" and job titles within the interest areas they selected. They are asked to narrow their choices to between 5 and 10 work groups and 5 and 10 job titles.

Users narrow their choices by reviewing information in the charts that make up the main body of the booklet. The charts provide a lot of information on the 250 jobs in the Occupational Outlook Handbook (OOH), coded in 19 columns:

- ◆ Education and training
- ◆ Earnings
- ◆ Expected job openings
- ◆ Skills required in math, English, science, computer, artistic or creative, interpersonal or persuasive, mechanical, and leadership or management.

- ◆ Details on seven important working conditions

The booklet provides clear explanations of the codes used in the chart, and a clever "gatefold" includes a key that helps readers conveniently interpret the codes in the chart. Users refine their selection of job titles within the three interest areas that interested them the most.

Once the selection is completed, there is good advice on the many places to find primary career reference books to get more information on these and other jobs. Users can complete a brief action plan that asks them to list specific steps to learn more about their top job choice, and there's a reproducible "Job Information Worksheet" to use when collecting more information.

The author, Mike Farr, has written more than 20 books on career topics with collective sales in the millions of copies. His career planning and job search methods are used in thousands of results-oriented programs.

ASSESSMENTS

Job Search Knowledge Scale (JSKS)

Interest Level: High School-Adult

Do you know how to most quickly and effectively find a job? The Job Search Knowledge Scale (JSKS) helps you determine how much you know about looking for work. After responding to the 60 true/false statements on this practical new assessment, you learn the topics on which you need more information or instruction for the most effective job search. The JSKS also gives you guidance on the job search methods that work best so that you can find a job more quickly. Space is provided for a Job Search Journal and for Job Search Goals. Makes an ideal pre-test and post-test.

Assesses job search knowledge in these areas:

- ◆ Identifying job leads through both the visible and hidden job markets.
- ◆ Directly applying to employers through phone contacts and job applications
- ◆ Writing resumes and cover letters
- ◆ Interviewing
- ◆ Following up, including accepting offers and negotiating salaries

Very practical—saves time, resources, and money:

- ◆ Helps people focus on key areas of the job search as needed and land a job more quickly.
- ◆ Individualizes learning about the job search process so people don't waste time studying areas they know about.
- ◆ Identifies weak knowledge areas for students, new graduates, the unemployed, job seekers, and people transitioning to work.
- ◆ Matches individual needs with job search training.
- ◆ Includes information about the five job search areas, including proven tips and additional information sources.
- ◆ Helps service providers, teachers, counselors, and trainers maximize their resources by not teaching a whole job search curriculum to everyone.
- ◆ A valid pre-test and post-test for educators, workforce development professionals, and counselors who want to or need to prove their results and effectiveness.

Easy to use and very valid:

- ◆ Comprised of 60 true/false statements.
- ◆ Self-scoring and self-interpreting.
- ◆ Can be used as a pre-test and post-test.
- ◆ Strong validity. Author has complete array of statistics from testing and using the assessment.

Format: Package of 25, 8.5 x 11. Opens to 8 panels (16 x 22). Self-scoring and self-interpreting. Each package includes a free Administrator's Guide, **Copyright:** 2004

JA1054

1-9 Packages of 25

\$34.95

10+ Packages

\$30.95 each

Salient Beliefs Review (SBR) Connecting Spirit to Work

Deborah Bloch, Ph.D. Reading Level: Grade 8,
Interest Level: High School-Adult

- ◆ Identifies beliefs most important to work satisfaction!
- ◆ Quick—score and rate just 28 statements!



What are "salient beliefs"? Most of us seek meaning in our work and a balance between the practical need for money and our desire for rewards beyond money. Through questions and worksheets, SBR helps examine "salient beliefs"—beliefs that are most important for each of us to realize in our work for work satisfaction. It compares our beliefs to our behaviors, and to the policies and practices of the organization where we work or have worked.

How Salient Beliefs Review works. This new self-administered, self-scored assessment asks test takers to rate just 28 statements, then to score and interpret their responses into the dimensions of change, balance, energy, community, calling, harmony, and unity. This process helps identify sources of unhappiness in their current work situations, avoid them in the future, and find ways to increase their work satisfaction.

Benefits for test takers and employers. SBR is ideal for adults with full-time or part-time work experience in an organization but is adaptable to the self-employed and those with volunteer or limited work backgrounds. Employers may also use SBR results to identify problem areas, increase employee satisfaction, and reduce burnout and turnover.

Format: 8.5 x 11, pkg. of 25, 6-panel foldout, self-scoring, self-interpreting, consumable, no other components needed. **FREE Administrator's Guide** included with each package.

copyright: 2003

JA8477 1-9 packages

\$29.95

JA8477 10+ packages

\$26.95

NEW!



A NEW, interesting and helpful assessment for students

Career & Life Explorer

Author: Michael Farr

Finally a low cost, quick and sophisticated career planning instrument for youth in grades 6-10. This new assessment gets students thinking about their futures and their careers while encouraging them to stay in school, explore their options and dream big. With **bright colors, appealing graphics, and easy-to-follow instructions**, this device guides students as they:

- ◆ Look at their career clues (their heroes, interests, hobbies, talents, values, personalities, and more!)
- ◆ Review more than 250 Occupational Outlook Handbook job titles arranged in six interest groupings
- ◆ Plan their high school courses and activities; and education, training and work options after high school.

It culminates in a stunning **"ideal job poster"** on which students note key thoughts that come from using the instrument, including top interest groups, possible jobs, skills and values, and education level considered. On the poster, an action plan worksheet allows students to list classes to take in high school, extracurricular activities and part-time work to pursue, and additional research desired. An information source list directs students to good career research material. Students can hang the poster in their rooms, store it in portfolios, and share it with parents. This all-in-one inventory and career explorer is less expensive than competing products for young people.

Format: 12-panel foldout; consumable, no other components needed; each package contains a free *Administrator's Guide*. **copyright: 2002**

Package of 25

JA8124

\$29.95

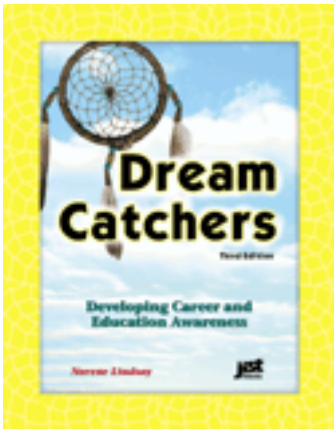
10 + copies

\$26.95

Related Products:

- ◆ *Dream Catchers*, ◆ *Exploring Careers*,
- ◆ *Exploring Your Career Options Video*, ◆ *People At Work*,
- ◆ *Young Person's OOH*

CAREER & LIFE PLANNING



Dream Catchers Student Book

Author: Norene Lindsay
Format: 80 pp, 8.5x11, softcover,
copyright: 2004
C2-J0023 \$5.95

Partial Table of Contents

Part 1: Capture Your Dreams - The Choice is Yours

- ♦ Discovering career clusters
- ♦ Jobs working with data, people, and things
- ♦ Preferred working conditions and types of employers
- ♦ Other kinds of work, including raising a family
- Discovering career clusters

Part 2: The Stuff Dreams Are Made Of - Discovering Your Skills

- ♦ What are self-management skills?
- ♦ What are job-related skills?
- ♦ How is school like a job?

Part 3: Make Dreams Come True - Ability, Effort, and Achievement

- ♦ Turning a weakness into a strength
- ♦ Managing your study time
- ♦ Setting Achievement Goals
- ♦ Making your dreams come true

Dream Catchers, Third Edition

Developing Career and Educational Awareness
by Norene Lindsay
For: Grades 5-9, Reading Level: Grade 4

NEW!

- ♦ A complete ready-to-implement career awareness program for grades 5-9
- ♦ More than 300,000 copies in print

"We have found a real need in Oklahoma for career development in the elementary grades. **Dream Catchers** is an excellent tool in helping us meet that need. **Dream Catchers** provides students with a knowledge base in career clusters; how academic skills relate to occupations; and how interests, strengths and abilities tie into making career decisions."

- Kelly Arrington, Career Information Specialist, Oklahoma Dept. of Voc-Tech

- ♦ High interest, flexible career awareness program
- ♦ Reinforces the importance of education
- ♦ **Dream Catchers** was carefully written to fulfill National Career Development Guidelines
- ♦ Now in use in over 500 school districts

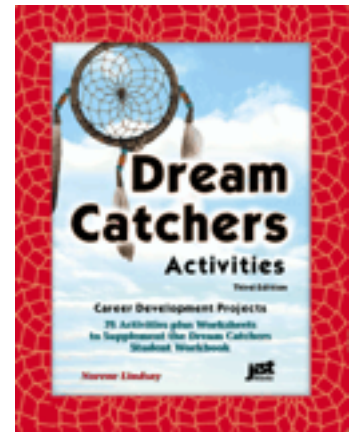
Introduce basic career concepts with this easy-to-use program that includes an inexpensive student workbook, a teacher's guide, and a book of reproducible worksheets. This is a high-interest program designed to help young people consider what is important in planning their careers, their education, and their lives.

- ♦ Teaches students to identify their skills
- ♦ Introduces basic career concepts
- ♦ Develops awareness of the world of work
- ♦ Relates school to the world of work
- ♦ Helps in planning to improve academic achievement

Dream Catchers is now used across the country as a classroom text. The content and activities can be used sequentially as part of a career awareness program lasting from a few days to a week or more, or individual activities can be infused into existing classes in any order. The materials are also easily adapted to special populations.

Related Products

- ♦ **Young Person's Occupational Outlook Handbook**, Third Edition
- ♦ **Career Connections Jr CD-Rom**
- ♦ **Career & Life Explorer**
- ♦ **Exploring Careers**
- ♦ **Exploring Your Career Options Video**

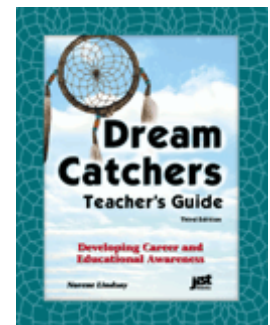


Dream Catchers Activities: Career Development Projects, Third Edition

More than 80 supplemental reproducible activities that extend learning. Students can complete activity sheets in class or as homework.

Format: 128 pp, 8.5x11, perfect bound, three-hole punched, and perforated.

C2-J0031 \$24.95



Dream Catchers Teachers Guide, Third Edition

Includes at least one lesson plan for each activity in **Dream Catchers**, each with an objective and independent, small group, or class activities. Includes suggestions for integrating reproducible activity sheets into lesson plans. Step-by-step format reduces preparation time.

Format: 88 pp, 8.5x11, softcover. Free with a classroom set of 30 or more!

C2-J004X \$19.95

Dream Catchers Instant Course and Program Package

Dream Catchers student workbook. Covers self-assessment, defining skills and interests, career clusters, and the importance of getting the most out of school. **Package contents:** 25 copies of **Dream Catchers** student workbook, one **Teacher's Guide**, and one copy of **Dream Catchers Activities**. **NOTE:** Order additional student workbooks at a discount price of \$5.36 each when you order the package.

J0023	Dream Catchers student workbook. (25)	\$5.95
J004X	Teachers Guide (1)	\$19.95
J0031	Dream Catchers Activity Book (1)	\$24.95
CC-PKG26	Dream Catchers Package Save \$30!	\$163.75



CAREER & LIFE PLANNING



NEW!



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

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

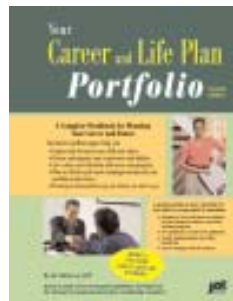
Instant Resume and Portfolio Package

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!

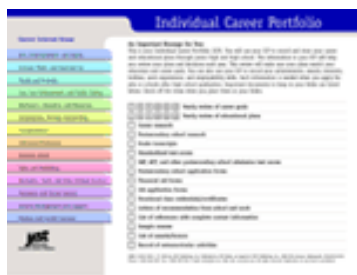


Instant Career and Life Planning Portfolio and Resume Program Package

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

NEW!

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

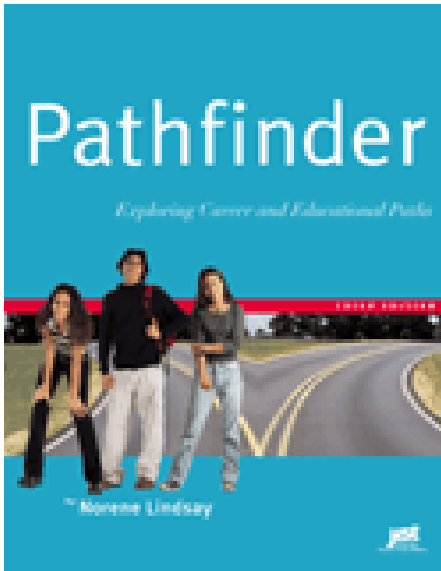
Panel 5:

Career research
Initial career choices

Panel 6:

Educational plans

CAREER & LIFE PLANNING



A JIST best seller!

Pathfinder, Third Edition

Exploring Career and Educational Paths

by Norene Lindsay

For: Grades 7-10, Reading Level: Grade 8



This student workbook is excellent for middle and high school students in Tech Prep, College Prep, or School-to-Career programs.

Pathfinder helps students develop individual career plans, including high school courses and post-secondary education or training plans.

"Pathfinder provides comprehensive and relevant career information including nontraditional career and tech-prep career options, with the technological revolution given full coverage, plus accompanying learning activities to foster understanding of the concepts."

- Shirley McLean, Ph.D., Center for Technical Education, Leominster, PA

- ◆ Includes an extensive career interest checklist
- ◆ Emphasizes the importance of education and strong work habits
- ◆ Reinforces critical thinking, reading, problem-solving, and communication skills

Pathfinder is a high-interest, reasonably priced workbook written specifically to help students to plan their career and educational paths through high school and into post-secondary training or study. Use the student book as the basis for a career course, or infuse the activities into other classes. **Pathfinder** even includes a researched writing assignment.

Pathfinder develops all the following National Career Development competencies:

- ◆ Awareness of the benefits of educational achievement
- ◆ Understanding the relationship between work and learning
- ◆ Understanding and using career information and resources
- ◆ Awareness of personal responsibility and good work habits
- ◆ Knowing how work relates to the needs of society
- ◆ Understanding how to make decisions
- ◆ Knowledge of the interrelationship of life roles
- ◆ Knowledge of the different occupations and life roles
- ◆ Understanding the process of career planning

PLUS, **Pathfinder** can be supplemented with excellent teacher resources: a thorough teacher's guide and a six panel, file folder career planning portfolio that documents student plans and progress and is designed for the student to actively participate in completing.

Related Products

- ◆ **The JIST Video Guide for Exploring Your Career Options Video**
- ◆ **Exploring Career References Book**
- ◆ **Young Person's OOH**
- ◆ **The 50 Best Jobs for the 21st Century video series**
- ◆ **Career Connections JR CD-Rom**

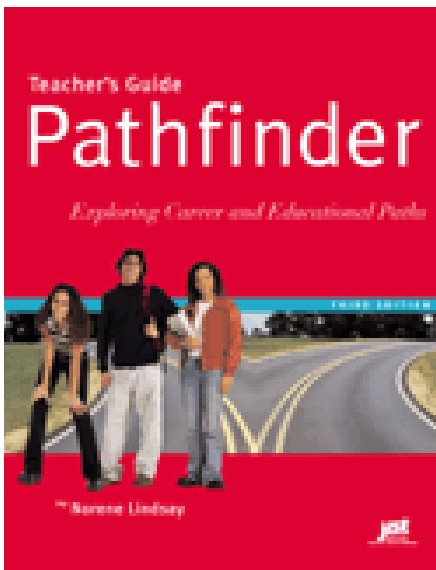
Pathfinder, Second Edition

Author: Norene Lindsay

Format: 120 pp, 8.5x11, softcover, copyright: 2004

C2-J0821

\$8.95



Pathfinder Teacher's Guide, Third Edition

Lesson plans for all activities in **Pathfinder** include

- ◆ Supplemental class activities
- ◆ Outside assignments
- ◆ Specific goals for each session
- ◆ Tips for developing a complete course and for infusing content into other classes
- ◆ Snapshots of student book pages with corresponding lesson objectives and classroom activities
- ◆ Academic skills used in each lesson presented in chart form
- ◆ Activities coded for individual, small group, or class use.

Format: 80 pp, 8.5x11, softcover, copyright: 2004

Paperback C2-J083X \$19.95

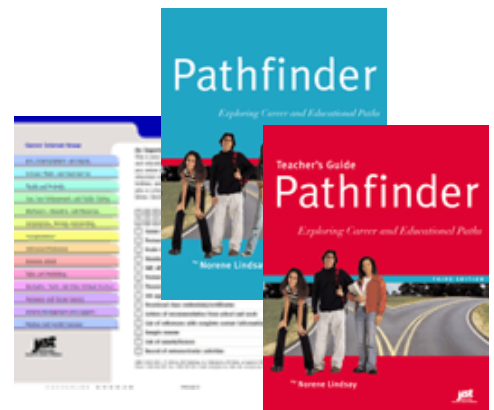


Pathfinder, Third Edition Instant Career Exploration and High School Planning Curriculum Package

New third editions of the **Pathfinder** Workbook, **Teacher's Guide** and portfolio were released in February 2004! The 128 page student workbook covers a variety of important topics and can structure an entire course. Package contents: 25 copies of **Pathfinder** student workbook, 1 package (25 copies) of **Individual Career Portfolio**, and one **Teachers Guide**. NOTE: Order additional student workbooks at a discount price of \$8.06 each when you order the package. Suggested video: **Exploring Your Career Options**.

J0821	Pathfinder student book (25)	\$8.95
J083X	Teacher Guide (1)	\$19.95
J0813	Individual Career Portfolio (25 copies)	\$29.95
5CCPKG29	Pathfinder Package Save \$32!	\$241.65

© 2004, Caswell & Caswell, 1-800-757-7668, www.teachersmarketplace.com, Page 13



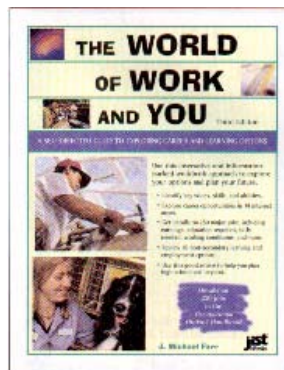
CAREER & LIFE PLANNING

The World of Work and You Third Edition

by J. Michael Farr

Reading Level: Grade 6, For: Grades 6-12

NEW!



The World of Work and You, Third Edition

Author: J. Michael Farr

Format: 48 pp, 8.5x11, self-scoring, self-interpreting booklet, consumable, no other components needed. **copyright: 2002**
Less than \$2.60 each!

Package of 10

C2-JA8655

\$25.95

Single Copy

C2-JA6253

\$2.95

Free Sample!

Call 1-800-757-7668

A Self-Directed Guide to Exploring Career and Learning Options

- ♦ Priced like a "test" but SO MUCH MORE!
- ♦ Less than \$2.60 each
- ♦ New Edition!
- ♦ Over 195,000 copies in print!

A Career Planning "Booklet" for Middle School and High School Students

Major New Revision of a Career Classic

A complete revision of an important resource that helped hundreds of thousands of youth plan their futures. It's priced like a career interest inventory (less than \$2.60 each), and students can use it without the supervision to explore career and life alternatives. But it includes so much more that it can structure an entire career-planning program. Excellent concepts, well-written, and lots of interactive worksheets, checklists, and in-the-book activities for students to

- ♦ Identify key values, skills, and abilities
- ♦ Explore career opportunities in 14 interest areas
- ♦ Use the information-packed Jobs Chart to review details on all 250 jobs in the **Occupational Outlook Handbook**, including earnings, education or training needed, math/English/science/computer skill requirements, work conditions, and more
- ♦ Review all high school and post-secondary learning and employment options
- ♦ Use action plan worksheets to make specific plans for high school and beyond

An excellent tool to motivate students to stay in school and plan a positive future!

Exploring Careers

A Young Person's Guide to 1,000 Jobs, Third Edition

By The Editors of Jist

An outstanding new career reference for children and their teachers, parents, and counselors!

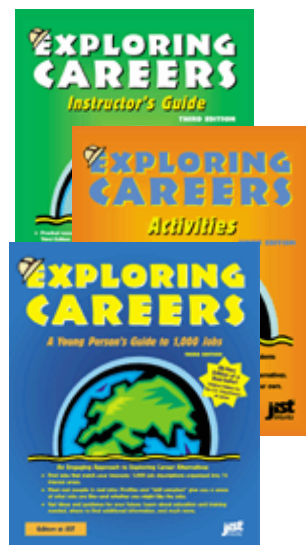
♦ 1,000 job descriptions, organized into 14 interest areas, give young people an easy, fun, and instructive way to find jobs that match their interests.

- ♦ Profiles of real people on the job provide a sense of what a job is like.
- ♦ "Skill samplers" describe the skills required in certain jobs and ask readers if they have those skills.
- ♦ Includes education and training details, where to get more job information, and interesting photos and graphics.

New for this edition:

- ♦ More job descriptions than the previous edition, which has been out of print for several years. Job descriptions are from the O*Net and have been edited for young people.
- ♦ New job profiles and "skill samplers."

A brand-new, superior version of a best-selling classic originally created by the U.S. Department of Labor. Helps young people (grades 6-12) explore job alternatives through a unique combination of 1,000 job descriptions, 45 profiles of workers on the job, and 15 "skill samplers." Organized into 14 interest areas and takes students from "exploring clues" about themselves (favorite school subjects and free-time activities), to "exploring job groups" that relate to these clues, to "exploring possibilities" in the job groups, and finally to the main section in each interest area: "exploring careers." Photos and interesting graphics are used throughout.



Exploring Careers

Format: 7.5x9.25, 496 pages, softcover, copyright: 2003

J4889 3rd Edition \$29.95

J9643 Act Book \$19.95

J6261 Inst Guide \$14.95

Best Career and Education Web Sites, Fourth Edition

A Quick Guide to Online Job Search

Format: 208 pp., 7.5 x 9.25, Softcover Copyright: 2004

J9600

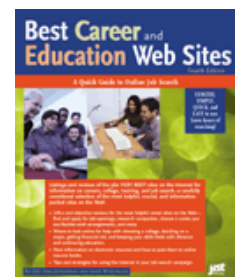
\$12.95

NEW!

Rachel Singer Gordon, Anne Wolfinger

Reading Level: Grade 9, Interest Level: High School-Adult

- ♦ A great reference for all job seekers, career changers, high school graduates, and college students and for those who counsel them.
- ♦ Concise, simple, quick, and easy to use. Saves hours of searching!
- ♦ URLs and objective reviews of the most helpful career and college-related sites on the Web, organized by category and target audience.
- ♦ New information on electronic resumes and how to post them to online resume banks.
- ♦ More information on education geared toward students, including college students and adult continuing education.
- ♦ Tips on searching the Web for specific information tailored precisely to the individual's needs.
- ♦ Listings and reviews of the 340 VERY BEST sites on the Internet for information on careers, college, training, and job search. This is not a catalog of everything out there; rather it is a carefully considered nomination of the most helpful, crucial, and information-packed sites available on the World Wide Web. Previously titled *Quick Internet Guide to Career and Education Information*.



CAREER & LIFE PLANNING

Interview Magic

Job Interview Secrets from America's Career and Life Coach

Susan Britton Whitcomb, *Interest Level: Adult*

A companion to the very successful **Résumé Magic** and **Cover Letter Magic**. More than an interview how-to, this "career dictionary" holds A-to-Z secrets from America's most trusted career coach. Future-proof your career as you learn to provide value to employers, create a memorable career brand, quadruple your interview opportunities, tap into the most overlooked interview "must," demonstrate your ability to do the job, and bottom-line the return-on-investment employers will receive for hiring you. In addition, identify your Achilles Heel and maintain a mindset that will increase your confidence, optimism, and success. For the first time, a winning coaching technique is applied to the interview process to help you connect with employers and collaborate on how you can serve their needs. Plus, the innovative "R.O.I." interviewing technique will ensure that every one of your answers is on target. Whether you're facing a telephone, panel, stress, or behavioral interview, this book will boost your interviewing competency, courage, and confidence.

Key Features:

- ◆ A totally unique approach: Focus on being prepared for any question that might come up.
- ◆ Instructions on finding more job opportunities and landing more interviews.
- ◆ Assessments of your value and goals to prove to employers that you are the best person for the job.
- ◆ Strategies for overcoming any weakness.
- ◆ Tips for turning the interview into a collaborative process rather than an interrogation.
- ◆ Details on the eight different types of interviews and the best approach for each.
- ◆ Before-and-After responses to the most common interview questions—including questions for 20 specific fields.
- ◆ How to assess your personality type and that of your interviewer and find a way to connect.
- ◆ Tips for following up after the interview.
- ◆ Salary-negotiation techniques.
- ◆ How to succeed in your first 90 days on the job and beyond.



Format: 400 pp., 8.5 x 11, softcover
copyright: 2005
Interview Magic
J0163 \$16.95



Job Search and Career Checklists

101 Proven Time-Saving Checklists to Organize and Plan Your Career Search

Arlene S. Hirsch,

Interest Level: High School-Adult

An unusual but very effective approach to career planning and job search—more than 100 checklists guide job seekers through all key tasks

Also includes key job search and career management tools, Internet advice, sample resumes, cover letters, and thank-you notes

The thought of looking for a job is daunting to some people—where do they start? So imagine how helpful it would be to have a series of checklists to help them get started and organize their time and tasks. Job seekers gain immediate confidence by following these "to do" checklists. They know they've covered all their bases which leaves them more time to concentrate on important skills and tasks such as networking and interviewing. Whether starting a new career or analyzing present job progress, readers will find this book a great tool for assessing needs, gaining confidence in all job-hunting tasks that need to be accomplished, initiating job search, improving their current jobs, and exploring career options.

Here's a sample of the checklists:

- ◆ The "ten commandments of career success"
- ◆ Personality, interest, and skill inventories
- ◆ Eight easy ways to improve your current job
- ◆ Time management and financial planning tips
- ◆ Keys to uncovering hidden jobs
- ◆ Career decision-making worksheets
- ◆ Advice on working with recruiters
- ◆ Resume planning
- ◆ Sample answers to the most difficult interview questions

format: 208 pp. (est.), 7.5 x 9.25, softcover
 copyright: 2005

J1186

Book

\$14.95



Your Career and Life Plan Portfolio, Second Edition

By the Editors of JIST. Based on adult career development guidelines and material developed by the National Occupational Information Coordinating Committee.

- ◆ Helps readers assemble a work and life history of experience and skills that can be easily updated.
- ◆ Checklists, worksheets, and examples help readers create and gather information for making career, educational, and personal plans.

NEW for this edition:

- ◆ **HUGE IMPROVEMENT:** New chapters provide vital information on the different types of portfolios, on evaluating and choosing content, on organizing and building a portfolio, and on using a portfolio to assess progress and performance.

- ◆ New information on creating Web portfolios
- ◆ All other information revised and updated.

This workbook's interactive pages - plus important documents (such as a resume, work samples, education credentials, and recommendation letters) - help readers create unique portfolios that help to showcase achievements; get jobs; make career decisions; measure progress; and set education, career, and life goals. This new edition takes readers through the process of self-assessment, education and career planning, and portfolio development. The pullout pages help explore and document skills and values; review and organize accomplishments, experiences, and abilities; set a career direction; and much more.

Your Career and Life Plan Portfolio, Second Edition

Format: 8.5x11, 144 pages, **copyright:** 2003

J9074

\$ 9.95

SE966X

Instructional Guide

\$14.95

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".**

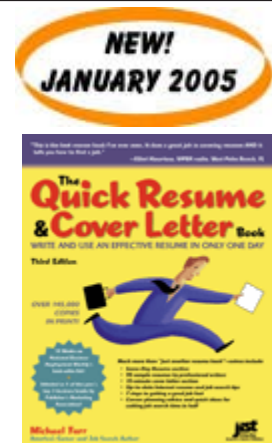
Here's why! America's leading job search and career guidance expert has completely updated his definitive guide to resumes, offering well-researched and proven techniques; a friendly, easy-to-follow design; and rock-solid advice to create outstanding resumes and, more importantly, use them effectively. 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.

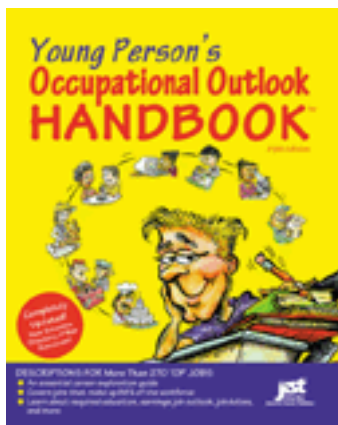
Much more than "just a resume book." There are more than 90 all new sample resumes written by professional resume writers for all types of jobs and people. Sections to help people figure out their ideal job AND substantial job search advice.

Format: 400 pp, 7.5x9.25, softcover, **copyright:** 2005 **ISBN:**1593570898

C2-J0899 \$14.95



NEW!



New Revision!

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

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

By the Editors of JIST

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

An Excellent First Reference for Exploring Careers:

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

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

Young Person's Occupational Outlook Handbook Activities

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

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

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

Sixteen pages, individual or class use.

7x10, softcover, copyright 2003, package of 25

S5-J9767 1-9 packages \$24.95

10+ packages \$21.95

S5-J983X Single Copy \$1.25

CAREER & LIFE PLANNING

Winner

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

High Interest narration and page design!

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

Young Person's Occupational Outlook Handbook, Fifth Edition

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

Format: 320 pp, 7.5x9, softcover

Copyright: 2004

C2-J1259 \$19.95

Descriptions cover 270 jobs held by 85% of the workforce! Each one-page entry includes:

- ◆ A brief description of the job
- ◆ Details on working conditions
- ◆ School subjects related to the job
- ◆ Suggested activities for "trying out" the jobs
- ◆ Information on earnings, education, or training needed, and employment outlook

Related Products

◆ **Career Connections Jr CD-ROM**

◆ **The JIST Multimedia OOH, Fifth Edition**

◆ **JIST's Video Guide for Occupational Exploration**

◆ **Dream Catcher**

◆ **Pathfinder**

Career Connections Jr CD-ROM

For: Grades 5-9

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

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

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

- ◆ Information on earnings, education or training needed, and employment outlook

- ◆ A brief description of the job

- ◆ Details on working conditions

- ◆ Interesting, fun facts or stories related to the job

- ◆ Suggested activities for "trying out" the job

- ◆ Places to go for more information, including Web sites

- ◆ Hot links to related job titles

- ◆ Options to create one-page printouts to take home to parents

- ◆ Key Information Is Short, Interesting, Easy to Read. Job descriptions are based on JIST's Young Person's Occupational Outlook Handbook and include up-to-date details from the Occupational Outlook Handbook, the most widely used career reference ever.

- ◆ Three Career Assessment Games. Kids can choose one of three self-assessment career games to begin connecting careers to things they enjoy:

- ◆ Career Pursuit—A board-game theme helps students use their favorite school subjects and activities to connect to career choices.

- ◆ Pick a Card, Any Card—Animated cards introduce 14 major career interest clusters from the Guide for

- ◆ Occupational Exploration.

- ◆ 20 Questions—A quick and easy card game connects hobbies and free-time activities to career interests.



Career Connections Jr CD-ROM

Audience: Grades 5-9

Production Date: 2004

Format: CD-ROM installs for Mac or Windows

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

Production Date: 2004

Windows or Macintosh

CD-ROM

C2JS5486 \$149.00

Lab Pack (10)

C2JS5494 \$349.00

Site License

C2JS5508 \$499.00

- ◆ Each self-assessment game is quick and fun to use, and all incorporate solid career assessment principles.

- ◆ Wheel of Careers. Students can also go directly to a job title by selecting any letter to look up more than 260 jobs by title in alphabetic order.

- ◆ Hot Jobs Word Find. Or they can learn about high-interest jobs by challenging themselves with a puzzle that lists the titles of the top ten jobs, based on salary and projected growth—open-captioned video clips provide additional information on each job they find.

Other Features

- ◆ Accessible to a Wide Range of Grade Levels, Including Special-Needs Students.

- ◆ The high-interest text at a low reading level makes Career Connections, Jr. suitable for students starting in about fifth grade, including special-needs students.

- ◆ Engaging, Fun Graphics Enhance Kids' Natural Curiosity. We worked especially hard to create a program that teaches important career exploration skills and provides useful information, but in an engaging, interactive format.

- ◆ Easy to Use. Kids guide themselves with little or no teacher instruction. Most job descriptions can be reached with only two or three mouse "clicks"!

JOB SEARCH

Young Person's Guide to Getting & Keeping a Good Job, Second Edition

by J. Michael Farr, Marie A. Pavlicko, Ed.D., and Gayle O. MacDonald, M.Ed.
For: Grades 9-12, Reading Level: Grade 7

- ◆ Used successfully by more than 100,000 students!
- ◆ A comprehensive and results-oriented job search course.
- ◆ Ideal for voc-ed, tech-prep, at-risk, and special-needs students.
- ◆ Excellent teaching aids—Instructor's Guide, transparencies, and videos make this a complete curriculum.

New Edition. The first edition of this book helped tens of thousands of young people locate and get good jobs. Customers tell us the core job search content is solid, with information nicely targeted to high school students. **But we've made this book even better!** We pulled this best selling workbook into the shop for a tune-up and a change to the interior!

Core job search content is maintained. The ability to locate and get good jobs is an important life skill, and high school students who master this skill have a "leg up" on their futures. Young Person's Guide still covers all essential job search topics, taking into account that many high school students are looking for part-time and/or summer jobs.

Fosters self-directed attitudes and behaviors. This important theme is a hallmark of products written by J. Michael "Mike" Farr. Mike collaborates here with Marie Pavlicko, an educator who administers a large high school vocational training consortium, and Gayle McDonald, a job skills consultant for 14 years.

What's New. Structure has been reorganized so that the content can be covered in less time.

- ◆ Additional JIST Card examples and sample resumes.
- ◆ Individual activities are easier to infuse into existing classes or courses.
- ◆ The interior is friendlier, with a new typeface and more open design.
- ◆ Photographs replace the older line art.
- ◆ The workbook is more interactive, and exercises are better sequenced in this revision.
- ◆ Interaction with the Data Minder is less repetitive.

"Young Person's Guide had exactly what I was looking for. This is a great job search course."

-Lorraine Williams

Employment Specialist

Kent County Dept. of Social Services

Partial Table of Contents

- ◆ Introduction to the World of Work
- ◆ Meeting an Employer's Expectations
- ◆ Identify Your Skills
- ◆ Collecting Data on Your Past Experience
- ◆ How to Write JIST Cards
- ◆ Finding Job Leads
- ◆ Contacting Employers
- ◆ Superior Resumes, Cover Letters, and Thank-You Notes
- ◆ Avoid the Application Trap
- ◆ Techniques for the Interview
- ◆ Creating a High School Portfolio
- ◆ Surviving on a New Job and Getting Ahead

The Data Minder, Second Edition

A Portable Job Search Assistant

Job Seekers: Don't leave home without the Data Minder! Records essential information for employment applications and interviews - fits in any pocket or handbag!

Format: Bound in each student book; available separately in packages of 10, **copyright:** 2000

Pack of 10 **C2-J5958** **\$19.95**



Related Videos

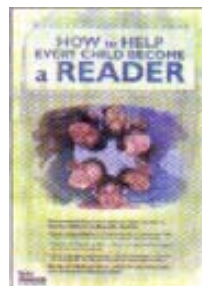
- ◆ JIST TV: Video Series
- ◆ Getting the Job You Really Want Video Series
- ◆ The Complete Job Application
- ◆ You Do Have Experience
- ◆ Looking Sharp: Dressing for Success
- ◆ Looking Sharp: Grooming for Success

How to Help Every Child Become a Reader

Based on materials developed by the U.S. Department of Education. Research-backed and commonsense advice on how to improve children's reading skills!

Format: 240 pp, **copyright:** 2001

C2-YD0028 **\$12.95**



Young Person's Guide to Getting & Keeping a Good Job, Second Edition

Authors: J. Michael Farr, Marie Pavlicko, Ed.D., and Gayle O. McDonald, M.Ed.

Format: 208 pp, 8.5x11, softcover, includes one **Data Minder**, **copyright:** 2000

C2-J5559 **\$9.95**

Young Person's Guide to Getting & Keeping a Good Job Instructor's Guide Second Edition

The Instructor's Guide is essential! SAVE hundreds of hours of time preparing for class!

A substantial 176-page guide that includes:

- ◆ In-class activities
- ◆ Homework Assignments
- ◆ Supplemental worksheets
- ◆ Step-by-Step instructions
- ◆ Masters for overhead transparencies, handouts, or posters.

Format: 176 pp, 8.5x11, softcover, **copyright:** 2001

C2-J6334 **\$19.95**

Free with classroom sets of 25+

Young Person's Guide Transparencies, Second Edition

"Jazz Up" class presentations! These transparencies review all topics in the student book. Great for seminars, workshops, or use with large classes.

Format: 60 acetate transparencies are 8.5 x 11, 4 color three hole punched, and perforated, **copyright:** 2001

C2-J594X **\$69.95**

JOB SEARCH

Getting the Job You Really Want, Fourth Edition

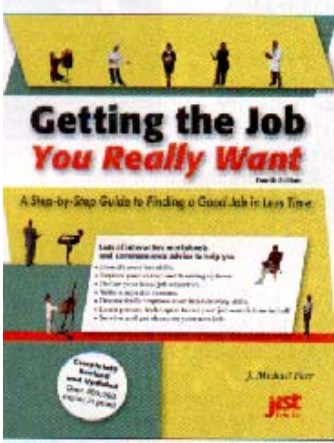
A Step-by-Step Guide

by J. Michael Farr

For: HS-Adult, Reading Level: Grade 8

Winner of the
Benjamin Franklin Award

♦ Free Instructor's Guide with purchase of 25+ workbooks!



Getting the Job You Really Want, Fourth Edition

Author: J. Michael Farr

Format: 240 pp, 8.5x11, softcover,
copyright: 2002

C2-J8035 \$12.95

Getting the Job You Really Want continues to be the most widely used workbook on self-directed career planning and job search at schools, colleges, and employment programs in North America! Here are the four main reasons:

1. **It's the best job search workbook ever!** **Getting** is the most thorough and user-friendly workbook on self-directed career planning, job search, and career survival available. It covers all the major topics, yet is fun to read and easy to use.
2. **Results oriented.** Mike Farr has more than 25 years of experience in researching and teaching self-directed career planning and job seeking skills. Employment and training programs across the country have used his materials for many years because more job seekers get jobs in less time, sometimes dramatically less time.
3. **Chock full of interactive activities.** Not only is the workbook full of charts, checklists, worksheets, and in-the-book-activities, there are many sample resumes and JIST Cards, including scannable resumes.
4. **Excellent instructor support materials.** Includes a thorough instructor's guide, overhead transparencies, a pocket research planner, and many videos!

Features:

- ♦ Proven Techniques
- ♦ Lots of in-the-book activities
- ♦ Covers ALL major job search topics
- ♦ Details on more than 200 jobs
- ♦ Dozens of annotated sample resumes, cover letters, and JIST Cards
- ♦ Clear, friendly writing style
- ♦ Fun graphics

Benefits

- ♦ Easy to use and understand
- ♦ Useful for youth through adults
- ♦ Easy to use in a class or group setting
- ♦ An approach that gets results.

Revision Highlights - Fourth Edition

- ♦ New information throughout on using the Internet and other technology effectively in the job search.
- ♦ Chapters 1 and 2 revised and transposed for more logical flow.
- ♦ More skills identification activities - new chapter 4 with worksheets for documenting work-related experience.
- ♦ All new chapter 5 on determining job objectives. Includes new job-matching chart based on interests; organized to match JIST's new **Guide for Occupational Exploration, Third Edition**, for further career research.

Getting the Job You Really Want Instructor's Guide, Fourth Edition

By J. Michael Farr

Save hours of time preparing presentations and classes!

This **Instructor's Guide** saves time PLUS helps instructors and trainers prepare more interesting group presentations and classes. It's especially helpful for those who are new to the subject.

All activities are based on years of training experience. Many are fun, and all are interactive. The **Instructor's Guide** also provides

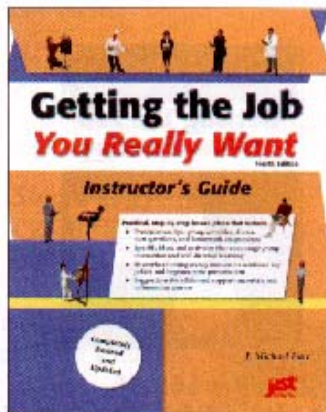
- ♦ Lesson plans for multiple sessions
- ♦ Specific individual and group activities
- ♦ Worksheets and supplemental handouts
- ♦ Suggested outside activities and homework
- ♦ Discussion and quiz questions

A thorough **Instructor's Guide** is worth its weight in gold. But we will give you a FREE one when you purchase 25 or more workbooks. Just include the code J8205 with your order for 25 or more copies of **Getting**.

Guide

C2-J8205

\$14.95



Related Award Winning Videos!

- ♦ The Quick Job Search video series
- ♦ Skills identification Video
- ♦ Two Best Ways to Find a Job
- ♦ Dialing for Jobs video
- ♦ Resume Remedy Video, Revised Edition
- ♦ Complete Job Application video
- ♦ You're Hired! Video
- ♦ Getting the Job You Really Want Video Series

JOB SEARCH

Getting the Job You Really Want Video Series

Interest Level: High School-Adult

Instructional, with in-depth coverage of each topic area. Features lots of interviews with Mike Farr on all aspects of career planning and job search, as well as interviews with employers and job seekers. This complete job search program works especially well as a supplement to Getting the Job You Really Want workbook. But this series—and any of its component videos—can reinforce training on virtually any job search topic. It is also very valuable in a resource center where individuals may use one or more as a "stand-alone" to brush up on a particular topic(s).

Format: VHS or DVD, copyright: 2005, Length: 10 videos, 15–23 minutes each

Style: Informational, instructional

JV1089 Ten Videos \$895.00

JD1097 DVDs \$895.00

NEW!
DECEMBER 2004

**Save \$89.50 when you
order this ten-part series
by December 31, 2004!**

PRICE SLASH
\$805.50
for entire series

BONUS for Series Purchase

When you purchase this ten-part video series, add these complimentary items to your order:

Student workbook (J8035-99) 4 copies (valued @ \$12.95)

Instructor's Guide (J8205-99) (valued @ \$14.95)

PowerPoint Presentation (J1178-99) (valued @ \$29.95)

Additional copies of the student book available for \$7.80 with purchase of the package.

Discount price includes
4 copies of the student
workbook, 1 copy of
instructor's guide, and 1
powerpoint presentation!

Getting the Job You Really Want Video Series includes (individual titles are \$129.00):

JV1518 (VHS)	JD1526 (DVD)	An Introduction to Getting the Job You Really Want, with Mike Farr
JV1534 (VHS)	JD1542 (DVD)	Getting to Know What an Employer Wants
JV1550 (VHS)	JD1569 (DVD)	Getting to Use Your Skills in Your Ideal Career
JV1577 (VHS)	JD1585 (DVD)	Getting a Job Using Traditional Methods
JV1593 (VHS)	JD1607 (DVD)	Getting a Job Using Nontraditional Methods
JV1516 (VHS)	JD1623 (DVD)	Getting and Using Your Resume, Cover Letter, JIST Card, and Portfolio
JV1631 (VHS)	JD164X (DVD)	Getting Job Leads from the Internet and Telephone
JV1658 (VHS)	JD1666 (DVD)	Getting a Positive Response in Each of the Seven Interview Phases
JV1674 (VHS)	JD1682 (DVD)	Getting Good Answers to Tough Interview Questions
JV1690 (VHS)	JD1704 (DVD)	Getting to Keep the Job You Find

Getting the Job You Really Want Instructional Transparencies, Fourth Edition

by J. Michael Farr

Jazz up presentations and reinforce key content points!

Author Mike Farr created a brand new set of overhead transparencies to support the use of **Getting the Job You Really Want** in classrooms and other group presentations. This 60-transparency set is very professionally done and reinforces key concept points from all chapters. Use of transparencies is referenced in the **Instructor's Guide** so anyone can use them!

Transparencies come perfect-bound and three hole punched for storage in a binder

Package of 64 C2-J8183 \$69.95

Getting the Job You Really Want Data Guide, Fourth Edition

- ♦ Organizes many easy-to-forget details, such as dates, phone numbers, and street and email addresses.
- ♦ Great when completing job applications or preparing resumes.
- ♦ Just 4 x 6 - fits in most pockets and purses

This little book not only organizes details and makes them easy to access, the pocket book also includes brief tips on essential job search topics; how to find job leads and get interviews; tips on filling out applications; employer's expectations; interviewing, and follow-up.

Package of 25 C2-J8191 \$29.95
Single Copy J8698 \$ 1.95

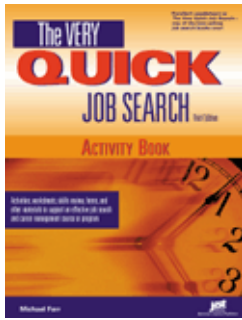
Getting the Job You Really Want Power Point Presentation, Fourth Edition

The 60 transparencies above are now available in Power Point CD-Rom.

J1178 \$29.95

JOB SEARCH

Activity Book



NEW!

The Very Quick Job Search Activity Book, 3rd Edition

by J. Michael Farr

Thirty-four interactive worksheets reinforce key points and can be assigned as homework or completed in class. A few examples:

- ♦ Employer's Expectation Survey
- ♦ Education Review/Interview Preparation Worksheet
- ♦ JIST Card First Draft Worksheet
- ♦ Telephone Contact Results
- ♦ Answering Problem Interview Questions Worksheet

Each worksheet includes instructions for completion and is designed to tear out and turn in—a real time-saver for busy instructors. The book can also be used in programs that do not use The Very Quick Job Search

128 pp, copyright: 2004

C2-J0090

\$9.95

Instructor's Curriculum

The Very Quick Job Search Instructor's Curriculum, 3rd Edition

by J. Michael Farr

- ♦ Everything needed to present a professional and complete course
- ♦ Saves Hundreds of hours of preparation time
- ♦ FREE when you buy 25 or more of The Very Quick Job Search, Second Edition

Everything needed to structure a results-orientated career planning and job search course.

- ♦ Specific performance objectives and outcomes.
- ♦ Suggested in-class activities and presentation tips.

- ♦ Recommended homework assignments.
- ♦ Supplemental discussion and quiz questions.
- ♦ Masters of overhead transparencies to help structure each session.

192 pp, copyright: 2004

C2-J0082

\$29.95

The Very Quick Job Search, Third Edition

Get a Better Job in Half the Time!

**For: High School to Adult, Reading Level: Grade 9 +
Related Training Available Complete Curriculum**

- ♦ Widely used in college and high school career courses.
- ♦ More than 220,000 copies in print!
- ♦ Instructor's Guide structures 20 one-hour classes.

"With all the job search books available, this is the only one my students must buy!"

- Rich Feller, Professor, Counseling and Career Development, Colorado State University

You can read the first section in the morning and conduct a dramatically improved job search that afternoon.

This is the Book recommended to unemployed friends.

We think this is the best career planning and job search book ever written. The "quick" and most important advice is in the first section, with detailed information provided later for those who want it. Mike Farr's writing style is informative and interesting, making this book fun to read.

Use as a Basis for a Complete Course.

There are very few career books that can support an entire planning and job search course. The Very Quick Job Search is the exception - thousands of instructors have used it in career planning and job search courses, workshops, classes, and programs. It has the most extensive array of instructional support materials ever developed, making it easy to use in a variety of settings.

Related Programs

- ♦ **Getting the Job Your Really Want video series**
- ♦ **Job Search Knowledge Scale**
- ♦ **JIST Cards Video**
- ♦ **Make a Good First Impression video**
- ♦ **The Complete Job Application Video**
- ♦ **The Two Best Ways to Find a Job Video**
- ♦ **Skills Identification Video**

The Very Quick Job Search PowerPoint Presentation, Third Edition

by Michael Farr

Fifty-six 4-color slides reinforce key content for classroom presentations.

Slide masters are included in the Instructor's Curriculum.

S5-J1070

CD-Rom

\$29.95

Student Book



NEW!

The Very Quick Job Search, Third Edition

Author: J. Michael Farr

Format: 512 pp, 7.5x9.25, softcover

copyright: 2004

C2-J0074

\$17.95

Thorough, Well Written, and Results-Oriented.

While the first section is written to quickly improve job search skills, the book's substantial 544 pages provide many additional details. It is well researched and well written with an emphasis on RESULTS throughout, providing solid career planning, interviewing, and job search information.

Instructional Support materials include Instructor's curriculum, Activity Book, 52 Overhead Transparencies - even videos!

Here are some reasons *The Very Quick Job Search* is used in so many courses:

- ♦ A special "quick start" section that can be read in just a few hours.
- ♦ A thorough career planning section helps one to define the ideal job.
- ♦ Tips to dramatically improve interviewing skills.
- ♦ Information on hundreds of jobs.
- ♦ Covers ALL major topics, including Labor market trends, resumes, time use, and much more.
- ♦ Information on using the Internet and computers in the job search.
- ♦ Substantial instructional support materials.
- ♦ Low price.

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.

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

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

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

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

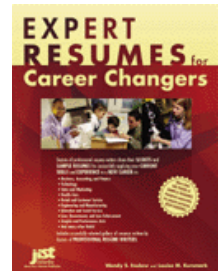
Succeeding in Your Work and Community

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



CAREER DEVELOPMENT/DISABILITIES

Job Smarts: 12 Steps to Job Success, Second Edition

by Dixie Lee Wright

For: Grade 6 to Adult, Reading Level: 5-Adult

♦ The only job search curriculum that highlights job search and retention skills specifically for **students with learning disabilities, at-risk youth, low reading level youth and adults, and others with special needs!**

♦ Save hundreds of hours of prep time - a complete instructor's curriculum and a student activity workbook.

"Most people who lose their jobs do so, not because they cannot do the work, but because they cannot adjust to the work environment."

- Dixie Lee Wright

Include everyone in school-to-work and job search programs!

A job search program with an emphasis on job retention for low-reading-level youth and adults, welfare-to-work, and others with special needs!

Revised and updated!

Job Smarts: 12 Steps to Job Success teaches students how to find, get, and keep a job, but with this unique focus: It is written for adults and students with low reading levels and other special needs.

All essential job search and job retention topics are covered, and the material is presented in a simplified and visual way, with text written at a fifth-grade reading level. The result? The content is very accessible for youth and adults with special needs, especially people with lower-level reading skills.

And for instructional settings that include more advanced students, optional worksheets are included for both basic AND advanced students.

All material in the current edition has been updated, and the content is still organized around the 12 simple steps. The second edition has an additional 16 pages that include

- ♦ Twenty new activities
- ♦ Increased coverage of job retention issues
- ♦ New skills and interests worksheets to ensure the hiring company is a good fit
- ♦ Material on understanding a work environment and how it changes

Note: The previous edition was titled Know-How Is the Key: 12 Steps to Job Success, ISBN 1-56370-371-8.

Job Search Handbook for People with Disabilities

Author: Daniel J. Ryan, Ph.D.

Format: 288 pp, 7.5x9.25, softcover, copyright: 2004

C2-J9899

\$17.95

Job Search Handbook for People with Disabilities

by Daniel J. Ryan, Ph. D

Reading Level: Grade 8, For College-Adult

♦ Job seekers with disabilities learn to best represent themselves and reassure potential employers that they are capable workers.

♦ Excellent resource for people with disabilities AND for the career development professional who work with them.

Job Search Handbook for People with Disabilities covers everything from finding the right career field to negotiating for special accommodations on the job. Packed with practical techniques, no other reference offers such a comprehensive and functional approach to success.

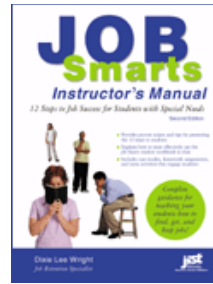
♦ Excellent resource for people with disabilities, employers, and the professionals who work with them.

♦ Readers get great tips and strategies for education, networking, mentors, negotiating, and self-promotion.

♦ Creates and improves readers' awareness of employment laws and the protection they provide to those with disabilities.



NEW!



Job Smarts: 12 Steps Instruction Manual

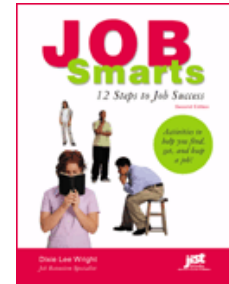
Author: Dixie Lee Wright

Format: 96 pp, 8.5x11, softcover, copyright: 2003

C2-J0295

\$24.95

NEW!



Job Smarts: 12 Steps Activity Book

Author: Dixie Lee Wright

Format: 64 pp, 8.5x11, consumable, softcover, copyright: 2003

C2-J0287

\$9.95

Instructional Manual Overview:

A complete 12-chapter job coaching curriculum

♦ **Objectives.** Clear objectives for each step.

♦ **Overview.** Notes to help instructors or trainer prepare to teach each step.

♦ **Review.** A review of the rules of the work site, the previous step, the objective for the day, and "power words."

♦ **Activities.** Several suggested activities with comments can be completed for the instructor to introduce and conduct the activity. Most activities can be completed in 15 to 30 minutes.

♦ **Optional activities.** Suggested activities for higher-functioning groups, such as adults of independent-living clients.

♦ **Case Studies.** Good examples of situations in typical jobs.

♦ **Suggested Homework.**

Job Smarts: 12 Steps to Job Success, 2nd Edition Activity Book

by Dixie Lee Wright

A low-cost student activity workbook loaded with worksheets and interactive activities to supplement the job training curriculum in the Instructional Manual.

Manual and Activity Book structure a complete school-to-work course.

In fact, there are two sets of worksheets: one set for basic students and the other for more advanced, higher-functioning students. Plus the pages are perforated so that specific activities can be collected after being assigned as homework or completed in class.

Activities are fun and simple, yet challenging - they build gradually on lessons already learned so the information is more easily retained. More importantly, the activities reinforce the 12 steps to job success outlined in the Instructional Manual.

NEW!

Related:

♦ *Vocational Decision Making Interview*

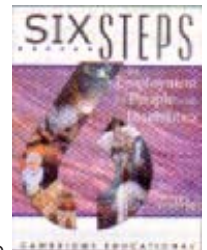
Six Steps to Employment for People with Disabilities

Designed to help people with disabilities overcome the obstacles that they face in the job search, present themselves as effectively as possible, and show employers that their disability is not a liability.

192 pp, copyright: 2000

D2-CCA474

\$19.95

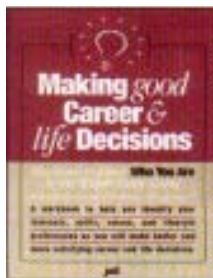


CAREER DEVELOPMENT

Reading Level: Grade 7, For: Adults
Special Workbooks for Adults Without College Degrees.

Making Good Career & Life Decisions

You Have to Know Who You Are to Get Where You're Going



From the staff of Northern Virginia Community College

Knowing your interests, skills, and values is vital when deciding on your next career or job. This workbook leads readers through the process of self-examination and teaches them how good decisions get made.

Partial Table of Contents
Part 1: Understanding Yourself
 ♦ Who Are You?
 ♦ What Are Your Skills?
 ♦ What Are Your Values?
 ♦ Defining Your Lifestyle

Partial Table of Contents
Part 2: Making Decisions
 ♦ Decisions, Decisions
 ♦ Obstacle to Making Satisfying Decisions
 ♦ Decision-Making Strategies
 ♦ The Step-by-Step Process
 ♦ Using the Process

Format: 160 pp., 8.5x11, softcover
copyright: 1997
Paperback
C2-J2932

\$9.95

Reading Level: Grade 7, For: Adults
Special Workbooks for Adults Without College Degrees.

Effective Strategies for Career Success

Prepare for, Find & Succeed on a Job



From the staff of Northern Virginia Community College

Excellent for career and job changes—it helps adults expand their definitions of work by exploring what needs they want work to fulfill. Training options are explained along with strategies for success—study skills, time management, positive thinking, and assertiveness. PLUS excellent job search advice.

Partial Table of Contents
Part 1: Preparing For Work
 ♦ The Meaning of Work
 ♦ Getting Your Training
 ♦ Strategies for Success

Partial Table of Contents
Part 2: Getting A Job and Getting Ahead
 ♦ The Rewards of Working
 ♦ How-and Where-to Look for Work
 ♦ More Job Search Techniques
 ♦ Succeeding on the Job

Format: 160 pp., 8.5x11, softcover,
copyright: 1997
Workbook
C1-J3009

\$9.95

The Leisure to Occupation Connection Search (LOCS)

For: Grades 7-Adult

Reading Level: Grade 6

by Carl McDaniels, Ed.D., and Sue Mullins, Ph.D.



One of the big problems with most career interest tests is that they ignore the importance of what we do for fun, what we enjoy doing - our leisure activities.

The LOCS takes a nontraditional approach by presenting 100 leisure activities-such as gardening or learning a new language-and asking test-takers to rate their level of activity and skill in each. It then lists related occupations for each leisure activity and helps test-takers identify jobs they want to know more about. A large chart presents information on 250 major jobs, including earnings, training or education required, and projected growth.

The LOCS can be used with youth (who know more about leisure than work) and adults (who were a large part of the research group), and with anyone with at least modest reading skills (6th grade or so). PLUS, the LOCS directly cross-references to major sources of occupational information, such as the OOH, GOE, and other systems.

Format: 8.5x11, pkg. of 25, self-scoring, self-interpreting, foldout, consumable, no other components needed. **copyright:** 1999

2 Packages of 25, 50 total
C1-JA448X \$29.95

Order a FREE Sample today!

Work Orientation and Values Survey (WOVS)

by Robert P. Brady, Ed.D.

A Quick and Inexpensive Career Planning Instrument!

Just 15 minutes to complete, yet has good validity and reliability! What is most important to include in my ideal job? **WOVS** provides a brief (only 32 items), user-friendly, and statistically sound survey of an individual's work values and orientation to work. In just minutes, users get their scores in eight measures, including Earnings and Benefits, Working Conditions, Time Orientation, Task Orientation, Mission Orientation, Coworker Relations, Supervisor Relations, and Managing Others.

WOVS includes brief advice on including values with high scores in career plans and balancing values conflicts. It's an excellent tool for individual self-discovery and will encourage important group discussion, interaction, and decision-making.

Reading Level: Equivalent to Grade 8
Recommended for: 16+ Adult



Work Orientation and Values Survey

Author: Robert P. Brady, Ed.D.

Format: 8.5x11, pkg of 25, 6-panel foldout, self-scoring/self-interpreting, consumable, no other components needed. Each package includes **FREE Tips for Professionals Using WOVS.** **copyright:** 2002

Package of 25

C2-JA8892

1-9 Packages \$24.95

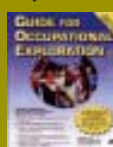
10+ Packages \$22.95

JIST Career Assessments Cross-Reference Major Career References

O*NET Dictionary of Occupational Titles, Third Edition
 ♦ Includes **O*NET** job numbers
 ♦ Related **DOT** job numbers
 ♦ **GOE** code, **GOE** Interest Area, **GOE** Work Group



Guide for Occupational Exploration, Third Edition
 ♦ **GOE** code, **GOE** Interest Area, **GOE** Work Group
 ♦ Related **O*NET** job title and number(s)



Occupational Outlook Handbook, 2004-2005 Edition
 ♦ Related **O*NET** job numbers
 ♦ Related **SOC** numbers



Free Sample!
Call 1-800-757-7668

CAREER DEVELOPMENT

The Career and Life Skills Series

J. Michael Farr & Susan Christopherson

Reading Level: Grade 6, For: Grade 7-Adult

Perfect for middle school and high school students.

- ♦ Solid self-directed career and life planning concepts. Narrative style and activities encourage self-responsibility.
- ♦ Use either of the two books alone or in combination to create a thorough self-esteem and career-planning course.



CAREER PREPARATION

Getting the Most from Training and Education

- ♦ How Education and Training Pay Off
- ♦ How to Manage Your Money and Plan a Budget
- ♦ Get the Most from Your High School Education
- ♦ Career Interest Checklist
- ♦ Sources of Career Information
- ♦ Training and Education Options After High School

C2-CP \$ 5.95



MAKING DECISIONS

Learning to take Control of Your Life

- ♦ How Do You Make Your Decisions?
- ♦ How Others Affect Your Decisions
- ♦ Learning to Make Good Decisions
- ♦ The Three-Step Process for Making Good Decisions
- ♦ Setting and Reaching Your Goals

C2-MG \$ 5.95

The Career and Life Skills Series

Author: J. Michael Farr & Susan Christopherson

Format: 2 workbooks, each 64 pp, 8.5x11, softcover, copyright: 1991

- ♦ Each book is packed with worksheets and other activities.
- ♦ Meets National Career Development Guidelines.

Your Promising Future

Career Development Tools for Young Adults

Meta Dunn, BSW, MUPP

Reading Level: Grade 6, Interest Level: High School

- ♦ Young adults learn—many for the first time—that they have a promising future!
- ♦ Classroom-tested and proven effective with hundreds of students.
- ♦ Teens will be drawn to inspirational stories; youth-oriented terms and writing style; ♦ fun, hands-on activities; and a design oriented to this age group.
- ♦ Content is based on author's inner-city teaching experiences!

The comprehensive Instructor's Guide makes teaching this exciting program easy!

You have to know the author, Meta Dunn, to understand why this workbook is different. The content comes straight from her experiences teaching inner-city youth in the Workforce Development Youth program in a major city. She worked inside the schools, delivering employment-and-training programs to teens.

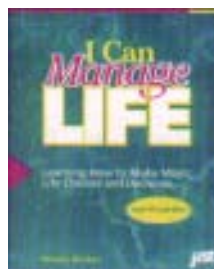
Dissatisfied with the instructional materials she was given, Meta decided to create her own, using language, situations, examples, and hands-on activities that literally "woke the kids up" and grabbed their attention.

The author believes passionately that all people have unique characteristics that enhance their employability, but oftentimes they are not taught to look for these characteristics, especially if they come from low-income communities. Your Promising Future aims to help students gain insight into personal worth and see themselves as indispensable assets that employers need.

Six major chapters each have three to four classroom sessions that introduce concepts students must understand before entering the workforce. Each session includes a critical-thinking journal component and a reading list, and the curriculum integrates technology and involves interaction with the business community.

- ♦ Got Game? Creating a Game Plan for Your Life
- ♦ Gonna Stay in the Game? Deciding to Never Stop Learning
- ♦ Got Skillz for Your Game? Developing Skills for Success
- ♦ Where's the Best Game? Finding the Job You Want
- ♦ How's Your Game Plan Look on Paper? Writing Resumes, Cover Letters, and Thank-you Notes
- ♦ Ready for Tryouts? Preparing for an Interview

© 2004, Caswell & Caswell, 1-800-757-7668, www.teachersmarketplace.com, Page 27



I Can Manage Life, Second Edition

Learning How to Make Major Life Choices and Decisions

by Dennis Hooker

Reading Level: Grade 5, For: 7-12

Interactive workbook with nearly 80 activities in three main sections—*This is Me, Be Whatever You Want to Be, The Wide World of Life*—helps young people explore their attitudes, clarify values, and improve their decision making skills.

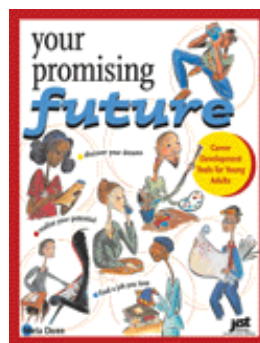
Thorough Instructor's Guide has tips for class discussion, supplemental activities, plus the author's comments on each activity. Very good material for classrooms and groups.

Format: 208 pp, 8.5x11, softcover, copyright: 1998

Student Book C1-J4269 \$7.95

Format: 32 pp, 8.5x11, softcover, Copyright: 1998

Instructor's Guide C1-J4412 \$12.95



Format: 218 pp., 8.5 x 11, softcover

Copyright: 2004

J0112	Book	\$12.95
J0120	Inst. Guide	\$24.95

NEW!

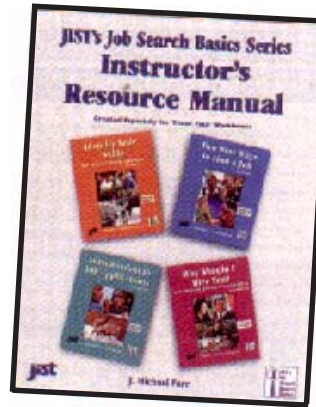
JOB SEARCH

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

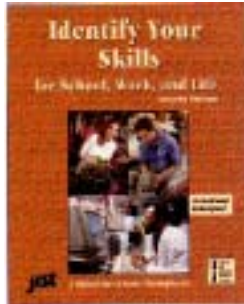


JIST's Job Search Basics Series Instructor's Resource Manual

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/quizz questions, quick quizzes and answers. 192 pp, copyright: 2000

C2-J6210 \$24.95

Free w/class set of 25+



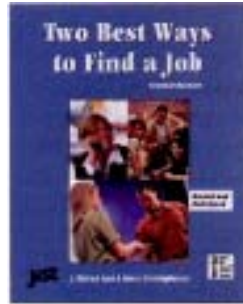
Identify Your Skills for School, Work, and Life Second Edition

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



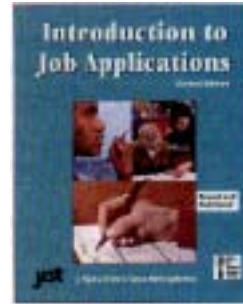
Two Best Ways to Find a Job Second Edition

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

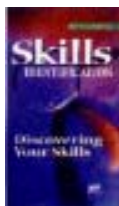
Skills Identification Revised Edition

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



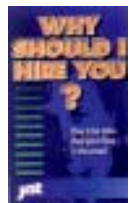
Why Should I Hire You?

C2-JV3726

VHS \$99.00

C2-JD0406

DVD \$99.00



JOB SEARCH

You're Hired!

Employers Give Tips for Successful Interviewing

For High School to Adult

- ◆ Real employers from large and small businesses answer questions about what they look for in the people they hire
- ◆ Very good in class settings: The video can be stopped after employers answer each question to encourage group discussion.

The job interview is an extremely important part of the hiring process. Knowing and understanding what employers look for in the people they hire can be the difference between working and staying unemployed.

This video packs a lot into 21 minutes! It answers a dozen questions job seekers have about interviewing, and the questions cover a range of issues before, during, and after the interview. AND, the answers come from employers; viewers learn *their* expectations. Some of the question employers address:

- ◆ When should I bring up pay?
- ◆ What if I have little or no work experience?
- ◆ What if I've been laid off?
- ◆ How should I start an interview?
- ◆ How can I make a good first impression?
- ◆ How should I prepare?

Real employers are the experts in this video. They represent a variety of small and large business and industries, and their advice is important for new graduates as well as experienced workers.

You're Hired!

Length: 21 minutes

Style: Informational

Key Characters: Caucasian, African-American

Production Date: 1997

C2-JV2967 VHS \$99.00



Why Should I Hire You?

How to Be More Than Just a Face in the Crowd

For High School to Adult

Why **SHOULD** someone hire you? Employers ask a lot of questions during job interviews, but this is really **THE** underlying question for which you must have an answer. If you can't give good reasons why someone should hire you, no one will!

This award winning video will help viewers answer this interview question as well as many others. More importantly it helps viewers understand what employers look for in the people they hire. This knowledge will help them review their backgrounds and be prepared to give examples of how they can do the job. Content comes from the many career and job search books written by Mike Farr, which sold more than 2 million copies.

Instead of lecturing, *Why Should I Hire You?*

- ◆ Uses a "slice of life" story to show the importance of narrowing the focus of the job search.
- ◆ Dramatizes the power of "cold-calling" - what can happen just by calling on potential employers unannounced, but with specific job objectives in mind.
- ◆ Contrasts good and so-so interview performances.

See Companion workbook: ***Why Should I Hire You? Second Edition***

Why Should I Hire You?

Length: 18 minutes

Style: Slice-of-life case studies

Key Characters: Caucasian, African-American, Asian

Production Date: 1996

C2-JV3726 VHS \$99.00

C2-JD0406 DVD \$99.00

Winner!

U.S. Film & Video Festival

Certificate of Creative Excellence!



Looking Sharp

Grooming for Success

For High School to Adult

Clothes that look good and are work-appropriate are only half the appearance equation. If **YOU** don't look as good as your clothes, consider yourself only half-dressed.

People react to how you groom. In job interviews, even minor grooming problems such as uncombed hair will create a negative impression.

This new JIST video covers the basic principles of good grooming for both men and women. Professionals in various grooming specialties provide tips on how to improve your grooming to create a more professional and appropriate image. They will share time- and money-saving tips to help you make a good first impression in a job.

Get Professional Tips On:

- ◆ 'Do's' and 'don't' of hair care, nail trimming, and other "extras"
- ◆ The appropriate use of deodorants, perfumes, and colognes
- ◆ For women: how to even out imperfections with makeup while creating a natural look
- ◆ For men: trimming or shaving facial hair

Winner!
Telly Award
Communicator Award

Looking Sharp: Grooming For Success

Length: 17 minutes

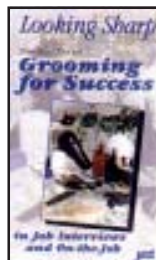
Style: Informational

Key Characters: Caucasian, African-American, Asian

Production Date: 1997

C2-JV2983 VHS \$99.00

C2-JD0503 DVD \$99.00



Looking Sharp

Dressing for Success

For High School to Adult

According to employer surveys, 4 out of 10 interviewees make negative impressions based on their dress and grooming.

It's true: How you look makes a difference in a job interview and on the job. While there is much more to career success than how you dress, clothing provides a variety of social clues that others use to help define you.

This new JIST video takes a look at the basics of dressing for success on the job interview and on the job.

Male and female viewers get tips on how to:

- ◆ Avoid the "little things" that can ruin their appearance at a job interview
- ◆ Dress appropriately for a formal office as well as for a less formal "blue-collar" job
- ◆ Dress well on the first day of a new job
- ◆ Use creative shopping methods to find good clothes on any budget
- ◆ Develop a style that best presents their personality
- ◆ Use accessories to jazz up their wardrobe
- ◆ Avoid clothing that can create on-the-job safety problems
- ◆ Care for their clothes

An Important Job Retention Topic

While your skills, abilities, and other factors play a big role in your career success, your dress and appearance are also significant. Looking sharp and professional in any job can give your career a boost, and this video will show you how!

Looking Sharp: Dressing for Success

Length: 18 minutes

Style: Informational

Key Characters: Caucasian, African-American, Asian

Production Date: 1997

C2-JV2975 VHS \$99.00

C2-JD049X DVD \$99.00



NOW IN DVD FORMAT!

CAREER/CHARACTER EDUCATION

Exploring Your Career Options

Interest Level: Middle School-High School

- ◆ New video inspires young people to explore job alternatives!
- ◆ Teaches the process of career exploration, a skill that students will use throughout their lives!
- ◆ Provides direct support for career exploration and awareness programs in grades 6-12!
- ◆ Teaches everyday, hands-on ways that young people can explore careers.

Exploring Your Career Options is a new video from JIST that inspires young people to explore careers by showing them everyday, hands-on ideas that they can use to learn more about their career interests. Real students describe their interests, what they like to do, and what they are good at. Then these students use their insights to identify occupations and careers for exploration.

Exploring Your Career Options video is not filled with details about specific jobs. Instead, viewers learn a process for learning more about careers and occupations. First, viewers learn to "Explore Career Clues," including their interests and talents. Second, viewers "Explore Job Groups" where they see that there are groups of jobs related by their interests and talents. Third, viewers are encouraged to "Seek Facts About All Related Jobs" and to dig for more details by looking into occupational references such as *Exploring Careers*, the *Occupational Outlook Handbook*, and others. Fourth, career experts describe everyday hands-on ideas that young people can use to "Explore Career Possibilities," for example, by finding professionals with whom to shadow or talk. We think *Exploring Your Career Options* will benefit a wide audience of young people and the professionals who work with them:

- ◆ Young people in grades 6-12, ◆ Parents, ◆ Librarians
- ◆ Teachers and counselors, ◆ Youth program professionals
- ◆ Anyone working with, training, or advising young people

VHS Length: 23 minutes with 20 minutes of bonus content

Format: VHS or DVD, copyright: 2004

JV9996 VHS \$129.00

JD0104 DVD \$129.00

Download a FREE Instructor's Guide (PDF file)

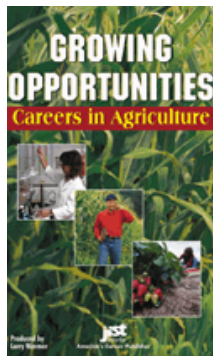


NEW!

Growing Opportunities Careers in Agriculture

Interest Level: Middle School-Adult

- ◆ Covers 23 careers directly related to the agricultural field.
- ◆ Each person is shown in his or her work environment, and each gives an opinion of how his or her job is unique!
- ◆ Graphics highlight job titles, recommended education, and salaries.



"Students really enjoy it. The video hits all the important subjects without overkill. It opens windows for students to investigate a variety of careers. And the video also gives teachers a lot of opportunities to create follow-up assignments."

—Donna Pinkerton, teacher in Ventura County

"It made me aware of all that is done in order for me to eat a good salad." This quote is from a student who watched *Growing Opportunities*, and it's true: Most people are amazed at what they learn when they see the wide range of people that a farmer interacts with during a typical day. The video includes thumbnail descriptions of 23 careers that exist in the agricultural industry. Some people work in the fields, and many are professionals, such as weather forecasters, chemical and fertilizer specialists, and others.

VHS, Length: 23 minutes, Format: VHS or DVD
copyright: 2002

JV0147 VHS \$99.00

JD0155 DVD \$99.00

Download a FREE Instructor's Guide (PDF file)

NEW!

A Meeting at the Crossroads Straight Talk from Real Teens About Substance Abuse

Interest Level: Teens and preteens

Teens Warn Teens: Stay Off Drugs.

This honest, hard-hitting video shows teens and preteens the real consequences of drug and alcohol use. Teens in a juvenile detention facility tell how they got involved with drugs and talk about the negative consequences of their decisions. Their experiences serve as a warning to others who might choose the same path.

The video also includes interviews with teens in a SADD (Students Against Destructive Decisions) program who have committed to staying clean and sober. In a rare face-to-face meeting, the incarcerated teens and the teens in SADD discuss peer pressure and what it takes to stay away from drugs.

The message in *A Meeting at the Crossroads* is clear: Peer pressure and environment may play a role in drug use, but the issue ultimately comes down to choice. Teens have the power to choose their friends wisely and decide for themselves whether or not to drink and use drugs. An ideal length for any workshop or classroom setting, the video is appropriate for both at-risk and general youth populations. It can be shown in schools, agencies, counseling centers, support groups, and other settings where youth need to hear straight talk on the issues.

Key Features:

A Meeting at the Crossroads provides a unique point of view from both sides of the teen drug issue. Teens who normally would never talk to each other sit down and have an honest discussion about peer pressure and substance abuse.

- ◆ Documentary style
- ◆ Real teens are interviewed
- ◆ Character Education
- ◆ ER Physician talks about teen substance abuse
- ◆ Trauma surgeon talks about result of drunk driving
- ◆ Narrator
- ◆ Diverse
- ◆ Discusses the consequences of alcohol and drug use
- ◆ Discusses the power of peer pressure
- ◆ Provides perspective of each side of the issue
- ◆ Length of program is compatible for any workshop or classroom setting

VHS, Producer/Director: Vincent Yarbrough

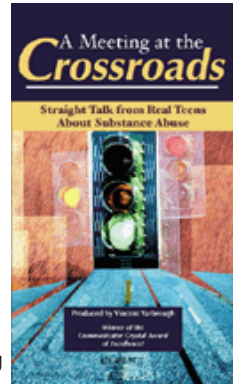
Format: VHS or DVD, Style: Documentary

Length: 24 minutes, copyright: 2001

Price:

KV1424 VHS \$129.00

KD1475 DVD \$129.00



NEW!



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

NEW!

- ◆ 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



NEW!
JANUARY 2005

Expert Resumes for Teachers and Educators

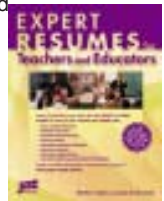
by Wendy S. Enelow and Louise M. Kursmark

- ◆ 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

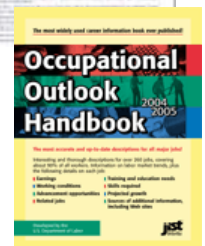
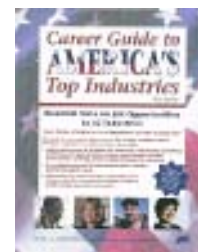
Format: 288 pp, 8.5x11, softcover, copyright: 2005
C2-J1267 \$16.95



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

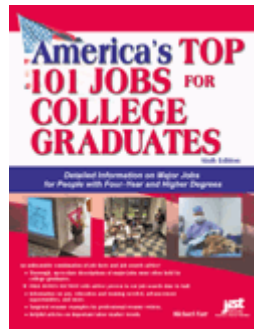
Includes Mike Farr's career planning and job search techniques PLUS sample resumes.

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.

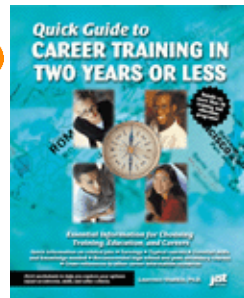
Essential reference for: *High school students *High school vocational education programs *School-to-work and school-to-career programs *Guidance counselors and parents * Vocational/technical schools, two-year community colleges * Workforce development * Adult career changes.

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

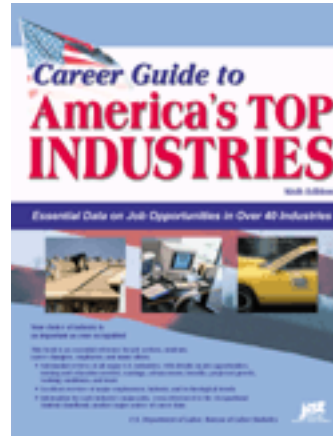
Presenting Job Opportunities and Trends in Over 40 Major Industries

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!

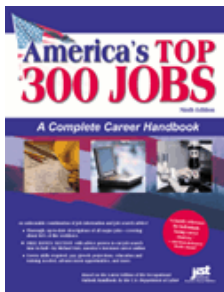
For Career Posters -
See our poster catalog
available online! Go to
www.teachersmarketplace.com
and click on the link to download
this .pdf catalog, plus many
others

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

NEW!



America's Top 300 Jobs, Eighth Edition

copyright: 2004

C2-J0694

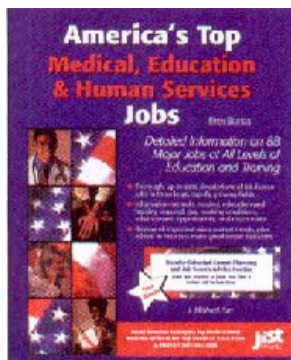
\$18.95

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 Top Medical, Education & Human Services Jobs, Fifth Edition

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

C2-J7217

\$9.95

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

NEW!

- ♦ 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!

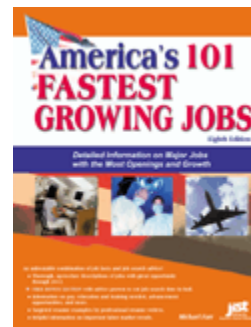
Jobs with high pay and fast growth are available at all levels of education and training - but you have to know what they are. This book will tell you. It provides descriptions for ALL the major jobs with average or higher growth rates PLUS the jobs that are projected to create the largest number of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

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

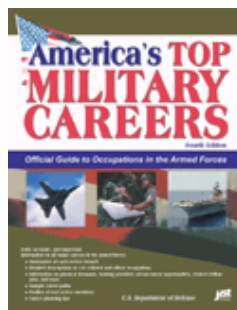
The Official Guide to Occupations in the Armed Forces
By the U.S. Department of Defense

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

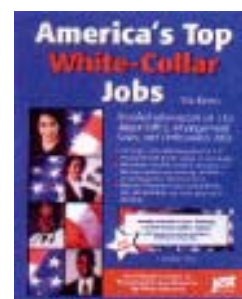
Author: U.S. Department of Defense

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!



NEW!

The O*NET Dictionary of Occupational Titles, Third Edition

Author: J. Michael Farr and LaVerne L. Ludden, Ed.D. Based on data from the U.S. Department of Labor.

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

Softcover C2-J9627 \$39.95

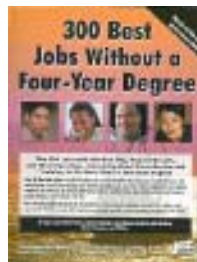
Hardcover C2-J9635 \$49.95

Related Products

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

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

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



300 Best Jobs Without a Four-Year Degree

NEW!

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

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

300 Best Jobs Without a Four-Year Degree

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

J8612

\$16.95

Related:

- ◆ Four Year Careers Without A Degree Video

NEW!

200 Best Jobs for College Graduates, Second Edition

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

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



200 Best Jobs for College Graduates, Second Edition

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

J8558

\$16.95

Related:

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

NEW!

America's Top Computer and Technical Jobs

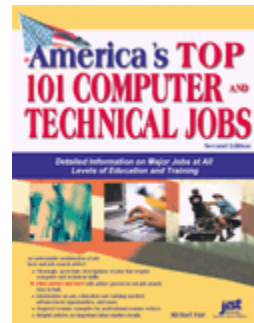
Author: J. Michael Farr

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

NEW!

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

NEW!

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

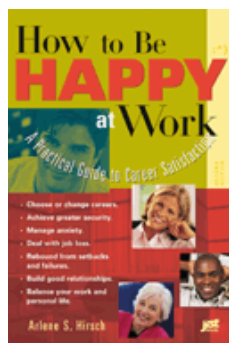
and the dotcoms. Both of these events caused many people to reexamine their fundamental values and question their career and jobs.

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



JOB SAVVY

Job Savvy, Third Edition

How to Be a Success at Work

by LaVerne L. Ludden

Reading Level: Grade 8, For: HS-Adult

- ♦ An excellent workbook to teach basic workplace skills!
- ♦ Nearly 100,000 people have used *Job Savvy* to achieve success in their jobs!

Job Savvy is a well researched, step-by-step workbook for job survival and success - a practical guide to workplace readiness written in response to requests from employers, employment and training program instructors, and educators. The student workbook teaches students basic workplace skills like these:

- ♦ Learn about occupational trends and the labor force
- ♦ Identify employer's expectations
- ♦ Dress and groom for success
- ♦ Understand compensation, benefits, and employee rights
- ♦ Make a good first (and lasting) impression
- ♦ Learn which skills employers value most
- ♦ Get along with your coworkers
- ♦ Meet customer's expectations
- ♦ Earn pay increases and promotions

Employer-Based

Job Savvy's solid content is based on extensive employer surveys and research on workplace readiness. It focuses on workplace skills identified as essential in the SCANS report (*USDOL Secretary's Commission on Achieving Necessary Skills*), the *President's Commission on Skills of the American Workforce*, and the *American Society of Training and Development's Workplace Basics* study.

Every section in *Job Savvy* has a good narrative, followed by case studies where readers apply what they've learned. Use this book as a primer for entry-level workers and students preparing to enter the world of work. Excellent for school-to-work programs!

NEW edition includes:

- ♦ New material, updated text, and new research references throughout.
- ♦ New information on the proper use of the Web, e-mail, and other technology.
- ♦ New Information on casual dress in the workplace.
- ♦ New information on security and safety in the workplace.
- ♦ New information on workforce trends.
- ♦ "You Be the Job Coach" replaces "Applying What You've Learned" for a friendlier tone.
- ♦ New Chapter 1 combines and tightens material from previous edition's Chapters 1 and 2.
- ♦ New information on current employment laws (now in an appendix instead of Chapter 2).
- ♦ New Index helps readers more easily find topics of interest.

Job Savvy Instructor's Guide, Third Edition

Completely revised! A thorough, 320-page instructor's guide offering:

- ♦ Suggestions for class activities and homework assignments.
- ♦ Sample quiz questions.
- ♦ 60-blackline transparency masters.

Use as the basic for a complete course or for ideas to teach and reinforce specific topics.

Job Savvy Instructor's Guide, Third Edition

Format: 320 pp, 8.5x11, softcover, copyright: 2002

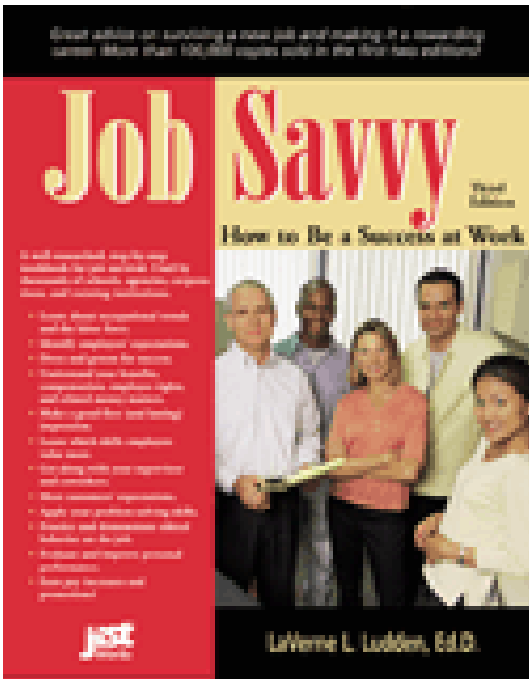
C2-J8981

\$24.95

Free Teacher's Guide with Classroom Collections of 25

Related Videos

- ♦ *How to Be a Success at Work Video Series*, Revised Edition
- ♦ *Job Survival Skills: It's a Jungle Out There*
- ♦ *Eight Easy Ways to Lose a Job*
- ♦ *Social Skills at Work*



Job Savvy, Third Edition

Author: LaVerne L. Ludden, Ed.D.

Format: 240 pp, 8.5x11, softcover, copyright: 2003

C2-J8965

\$12.95

Partial List of Contents

- ♦ Understanding the employment relationship
- ♦ Your first day on the job
- ♦ Making a good impression
- ♦ Punctuality and attendance
- ♦ Learning to do your job
- ♦ Knowing yourself
- ♦ Getting along with your supervisor
- ♦ Problem-solving skills
- ♦ Ethics - doing the right thing
- ♦ Getting ahead on the job
- ♦ Trends and changes in the labor force
- ♦ Meeting customer's expectations

Job Savvy Overhead Transparencies, 3rd Edition

Teaching employment skills with *Job Savvy* just got easier! The new revision includes 60 full color overhead transparencies reinforce key content points throughout the book.

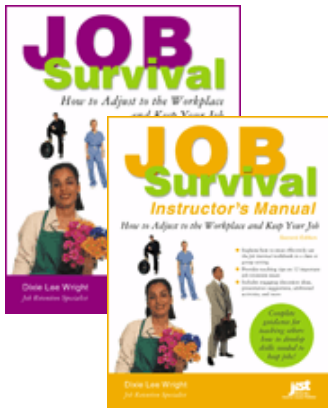
Format: 76 pp, 8.5x11, three-hole punched, perfect bound, and perforated

C2-J899X

\$69.95



JOB SEARCH



Job Survival

Author: Dixie Lee Wright, Job Retention Specialist
Format: 192 pp., 8.5x11, softcover, copyright: 2005
Workbook
C2-J1208 \$9.95

Job Survival Instructor's Guide

Author: Dixie Lee Wright, Job Retention Specialist
Format: 96 pp., 8.5x11, softcover, copyright: 2005
Guide
C2-J1216 \$19.95

Job Survival, 2nd Edition

How to Adjust and Keep Your Job
by Dixie Lee Wright

Reading Level: Grade 6, For: HS-Adult

- ◆ Excellent workbook for at-risk populations and those with limited reading skills
 - ◆ Open, friendly design with lots of exercises and checklists
 - ◆ Written for those who have been out of the workplace for various reasons or are having trouble keeping a job
 - ◆ Covers essential, basic job retention topics
- So this is a very special workbook for those with different job needs. It focuses on basic, essential job retention topics in a straightforward manner, excellent for those who are having trouble keeping a job.

Core Content - Job Survival

Twelve key topics are explored through dozens of examples and questions.

- 1.) How to cope at work when you have barriers, special needs, or background problems.
- 2.) Why a good attitude can make up for fewer skills.
- 3.) Why workplace rules should not be broken.
- 4.) How to set goals to get things done.
- 5.) How priorities give you direction and focus.
- 6.) Why your job is important to your boss, co-workers, and company.
- 7.) Why using your best skills make you a better worker.
- 8.) Why you should be ready for unexpected problems.
- 9.) How to fix problems both at and away from work.
- 10.) How to strengthen good work habits and dump bad ones.
- 11.) Why good manners work magic.
- 12.) How to handle bad stress on the job.

Use the thorough **Instructor's Guide** with the Job Survival workbook to teach key job retention topics that best suit the students, their situations, and their time schedules. For lively, interactive instruction, choose from the many group activities, presentation suggestions, and discussion ideas. If your time is tight, the material is easily adapted to give quick overviews and make assignments.

- ◆ Free with purchase of 25 or more student workbooks

Related:

- ◆ **Barriers to Employment Success Inventory**
- ◆ **Make a Good First Impression Video**
- ◆ **Social Skills at Work Video**
- ◆ **The Art of Effective Communications Video**

NOW IN DVD FORMAT!

Job Survival Skills

It's a Jungle Out There!

- ◆ Good advice on surviving and getting ahead on a new job.
- ◆ Tips on getting promotions and pay increases.
- ◆ An entertaining and memorable approach.

One of our best-selling videos, **Job Survival Skills** has won a prestigious Telly Award against formidable competition. Its excellent production quality, solid advice, and entertaining style were all factors in winning the award.

Solid content

The content is based on material from Mike Farr's **Getting The Job You Really Want**. Mike is an expert on this topic and his advice is based on employer surveys on why people lose jobs. While the message is serious, the video is lots of fun and quite effective in getting people to look at and change their behaviors.

Two Major Sections

The video presents the most common reason employers report for people losing jobs, including dishonesty, substance abuse, interpersonal problems, and poor grooming. It presents these issues in a non-threatening way and provides tips to avoid them. Once basic job survival issues are covered, it presents techniques employers suggest to earn promotions and pay increases.

Recommended for: HS - Adult

Winner! Telly Award

Silver Screen Award - U.S. Film and Video Festival

Job Survival Skills

Length: 10 minutes

Style: Humorous, informational

Key Characters: Culturally diverse

Production Date: 1997

C2-JV4323 VHS \$99.00

C2-JD0546 DVD \$99.00



Math Skills for the Workforce

At last, a math program designed specifically for workforce development. Teach all the math skills your learners need for job success in just four books.

Math Skills for the Workforce develops the math skills that ensure workforce success. It's also a great value. With just four titles you can cover what your learners need to know -- at a much better price than competing titles.

- ◆ A pretest ensures proper placement; a post-test measures progress.
- ◆ With reading levels of 4-6, even limited readers can master math.
- ◆ All unit openers and practice exercises deal with work-related issues and scenarios.
- ◆ A glossary defines unfamiliar words to keep learners focused on problem solving.

63756SV	Whole Numbers	\$14.90
63764SV	Fractions	\$14.90
63772SV	Decimals and Percents	\$14.90
63780SV	Measure, Geo., & Algebra	\$14.90



Visit Us On The Web!
Multiple Catalogs Available for Download!

JOB SEARCH

Standard Occupational Classification (SOC) Manual

By the U.S. Office of Management & Budget

- ♦ Only **SOC** with **SOC-to-O*NET** cross-reference table.
- ♦ First major update since 1980.
- ♦ **JIST** version is better - AND less expensive - than the government's edition.

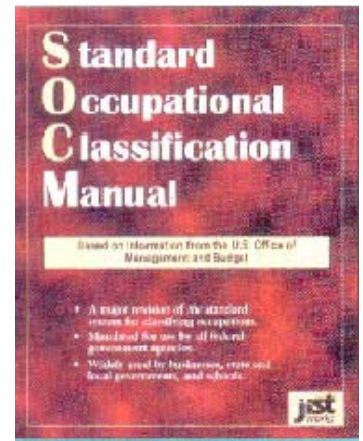
The **SOC** is a system that organizes all jobs performed for pay into 23 major groups. It is THE system used to standardize collection and reporting of occupational information among all government agencies, businesses, and others who produce and need such data. In fact, all federal agencies that collect and produce occupational data will implement this one structure over the next few years.

The book's structure is actually quite easy to understand:

- ♦ **23 major groups.** Example: "Life, Physical, and Social Science Occupations"
- ♦ **96 minor groups.** Examples (under major group above): "Life Scientists," "Physical Scientists"
- ♦ **449 Broad occupations.** Examples (under Life Scientists): "Biological Scientists"
- ♦ **821 detailed occupations.** Examples (under Biological Scientists): "Biochemists and Biophysicists"

Each detailed occupation includes a brief, one-or-two sentence job description.

JIST's edition is better - AND less expensive - than the government's version! This is more than just a quality reprint. First, JIST includes an extensive table of contents that lists the entire **SOC** for easy reference. Second, there's a unique index, the **SOC-to-O*NET Cross-Reference Table**. (**O*NET** stands for **Occupational Information Network**, and **O*NET** numbers are based on this new **SOC** system.) Plus, there are introductory and appendix materials that explain the **SOC** system and how it has been revised.



Standard Occupational Classification Manual

Author: Based on Information from the U.S. Office of Management and Budget

Format: 304 pp, 7.5x9.25, softcover, **copyright:** 2002

C2-J8442 \$29.95

Insider's Guide to Finding a Job Expert Advice from America's Top Employers and Recruiters

Wendy S. Enelow, Shelly Goldman
Interest Level: Adult



Table of Contents

Chapter 1: Take Control: It's Your Life and Your Career
Chapter 2: How to Plan Your Career
Chapter 3: How to Write Your Resume and Cover Letter
Chapter 4: How to Manage Your Job Search
Chapter 5: How to Network with the Best
Chapter 6: How to "Nail" Your Interviews
Chapter 7: How to Negotiate Your Best Salary
Chapter 8: How to Move Your Career Forward
Characteristics, Skills and Abilities of Promotable Employees
Index

Straight talk from America's top hiring managers and recruiters about how to succeed in any job market. The authors asked top HR, staffing, and recruitment professionals, along with the managers who make the hiring decisions at the most sought-after companies, to tell them what makes a job candidate stand out to them. Their responses are woven into seven "how-to" chapters that each focus on a different aspect of job search. This book compiles the diverse opinions of many people to "humanize and simplify the concept of job search."

Key Features:

- ♦ The only book on the market that focuses specifically on the advice of hiring managers and HR executives—the people whose opinions really count when it comes to getting hired!
- ♦ Quantified results from a uniform survey of interviewees give hard numbers to back up opinions about the best strategies for getting hired fast.
- ♦ Advice for planning your own job search strategy.
- ♦ "In This Chapter" boxes at the beginning of each chapter summarize the main points of each expert's advice.

Format: 6 x 9, 256 pp. (est.), Softcover, **Copyright:** 2005

J0775 \$12.95

NEW!

Over-40? Job Search Guide

10 Strategies for Making Your Age an Advantage in Your Career

Gail Geary, Interest Level: Adult

The only career transition guide to exclusively provide workable solutions for the reemployment issues of over-40 year-old workers. The book shows readers how to present their age as an advantage to employers rather than a disadvantage. The book also boldly addresses midlife career transition issues by providing cutting-edge information, fresh strategies, and timely solutions. Captivating case studies from the author's extensive work with over-40 job seekers engage readers and arm them for the real world.

Key Features:

- ♦ Checklists and assessments for career guidance
- ♦ Tips on avoiding and overcoming age-discrimination and cultural-misfit stereotyping
- ♦ Steps to finding the 10 advantages of age in a career search
- ♦ Clues on how to avoid common interview mistakes
- ♦ Strategies for networking and Internet job searches
- ♦ Hints on whether to take the entrepreneur route
- ♦ Simple resumes for over-40 job seekers, and tips for creating "ageless" resumes
- ♦ Online and print resources for more help
- ♦ Strategies for dealing with the emotional and financial strains of looking for a job
- ♦ A chapter on finding a new career after retirement

Format: 6 x 9, 240 pp. (est.), Softcover, **Copyright:** 2005

J0902 \$14.95

NEW!



JOB SEARCH

NEW!

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?

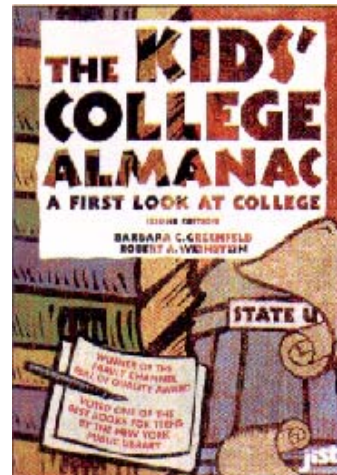
"One of the best books for teens."

- 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

NEW!

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!

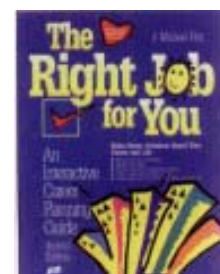
Award-winning career and job search author J. Michael Farr wrote this book to do more than simply inform - *The Right Job for You* helps people understand themselves and make better career, education, and life decisions.

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

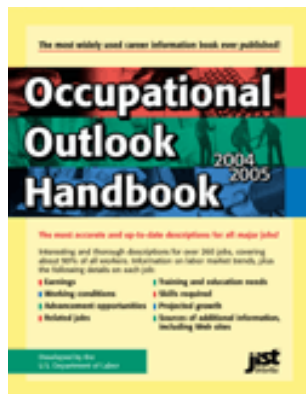
\$9.95



JOB SEARCH

Reading Level: Grades 9-10
Interest Level: 9-Adult

NEW!



Occupational Outlook Handbook, 2004-2005 Edition

Author: U.S. Department of Labor
Format: 525 pp. (est), 8.5x11, softcover or hardcover
copyright: 2004
Soft C2-J9880 \$16.90
Hd C2-J9872 \$23.95

Note: JIST's softcover edition is \$48 LESS than the government's version!

Occupational Outlook Handbook (OOH), 2004-2005 Edition

U.S. Department of Labor

The **OOH** is the most widely respected and used career reference in the known universe. And JIST has the **LOWEST PRICE!**

The **OOH** has been published every two years by the U.S. Department of Labor since the 1940's. This is a quality reprint with only one difference-this one is much less expensive.

Most Americans Work in an OOH Job. This reference describes more than 150 different jobs—the jobs held by 85% of the American workforce. And the **OOH's** addendum includes summary data for another 80 occupations, covering an additional 5% of the workforce.

Up-to-Date Information:
Updated every two years, each **OOH** description includes a representative photo, O*NET numbers for the occupation and related sections, and narrative sections on
♦ Nature of the work
♦ Working conditions
♦ Employment
♦ Training, other qualifications, and advancement
♦ Job outlook
♦ Earnings
♦ Related occupations
♦ Sources of additional information

Counselors, Teachers, Librarians, and Job Seekers Need This Reference.
This one source provides access to information on jobs held by 90% of the workforce, a key career exploration resource that can be used in classroom settings as well as by individuals. Many schools purchase class sets of the **OOH** to teach students how to use it. The well-written narrative and many charts and pictures make this book ideal for exploring careers, and the **OOH** can be used to identify key skills to emphasize in resumes and when interviewing for jobs.

Nine Very Good Reasons to Buy the OOH from JIST:

1. We are the least expensive source.
2. Class sets (25+ copies) receive a 15% discount.
3. We ship within 7 days of receiving your order.
4. We accept purchase orders.
5. We do not require prepayment, unlike the government.
6. You can order toll free: 1-800-757-7668
7. We always ship the most current edition.
8. Volume orders? Call us!
9. We are more fun!

C2-J9880	Softcover	\$16.90
C2-J9872	Hardcover	\$23.95
C2-J9783	Activity Pack of 10	\$19.95

Related Products

- ♦ **JIST's Multimedia OOH, Fifth Edition CD-ROM**
- ♦ **Career Oink CD-Rom**
- ♦ **Career Explorer CD-ROM 3.0**
- ♦ **America's Top Jobs series**

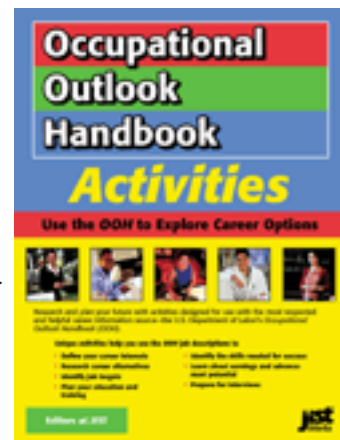
NEW!

Occupational Outlook Handbook Activities

Use the OOH to Explore Career Options

By the Editors at JIST

Reading Level: Grade 8, Recommended for MS-Adult



- ♦ Get maximum benefits from the OOH with this new, low-cost workbook!
- ♦ Use with any edition of the OOH

This new workbook from JIST familiarizes people with the OOH and can be used by individuals or in a class setting - a **FREE** instructor's guide comes with each package. Meets National Career Development Guidelines.

Section One: Find Your Career Focus. Finding a job that you are good at and enjoy is the key to your future happiness. Activities here help you use the OOH to connect your interests, dreams, needs, and background to possible jobs.

Section Two: Spotlight Your Skills. Employers want to know about your key skills and whether you can do the job. Section Two helps you use the OOH to identify skills you've developed in past jobs and skills needed for possible future jobs.

Section Three: Set the Education and Career Goals. Begin planning your future and setting goals with the activities in this section. Create an action plan for the next 30 days, the next 90 days, and the next year.

Section Four: Get Ready for Your Job Search. These activities help you use the OOH to prepare for a successful job search. You'll start a job search network, prepare for interviews, and gain interview confidence.

32 pages, 8.5x11, consumable, **FREE** instructor's guide with each package, copyright: 2003

S5-J9783	1-9 pkgs	\$19.95
	10+ pkgs	\$17.95
S5-J9821	Single Copy	\$ 2.25

Download a Product Profile!
Click Here

Product Profile carries a detailed look at the Occupational Outlook Handbook and the Activity Guide.

Download some of our other catalogs at our website
www.teachersmarketplace.com

We now have a POSTER CATALOG with over 100 Career Posters ready for download, too!

JOB SEARCH - RESUMES

The College Majors Handbook, 2nd Edition

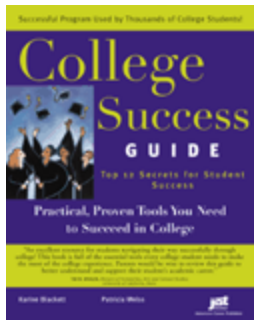
*The Actual Jobs, Earnings, and Trends
for Graduates of 60 College Majors*
by Neeta P. Fogg, Paul E. Harrington
& Thomas F. Harrington
Reading Level: Grade 9, For: 10-Adult

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."

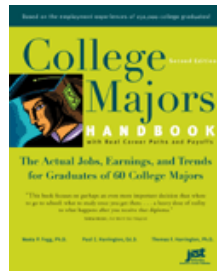
Tim M. Whalen, Arts and Cultural Studies, University of California, Davis

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!

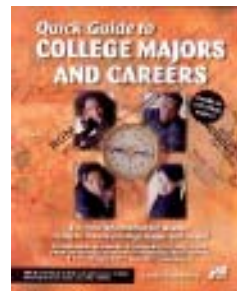
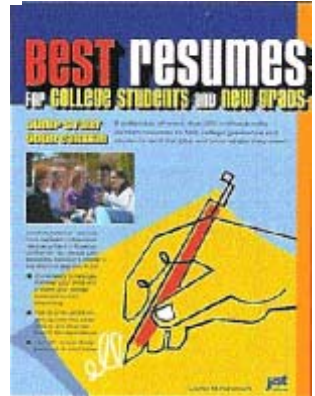
By Louise M. Kursmark

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*

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!

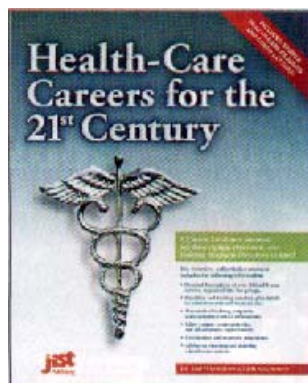
- Thorough reviews of 80 top health-care careers, from those directly related to human medicine to others, such as veterinary assistant
- Describes job responsibilities, training required, salaries, work settings, career potential, and more
- Covers certification, registration, and licensure
- Discusses 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 Pipi 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



\$12.95

Digital Portfolios in Teacher Education

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

NEW!

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.

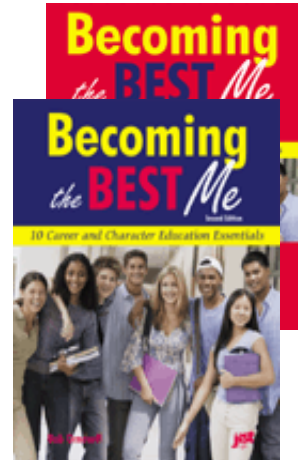
Becoming the Best Me is an engaging book that helps develop character education and life skills as they relate to careers. Topics include communication, teamwork, honesty, responsibility, and technology skills. Company recruiters are quoted throughout, giving advice on what skills are most important 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!

NEW!



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

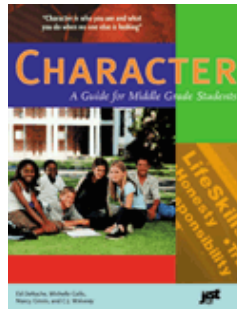
Copyright: 2005

K1521 Character Book

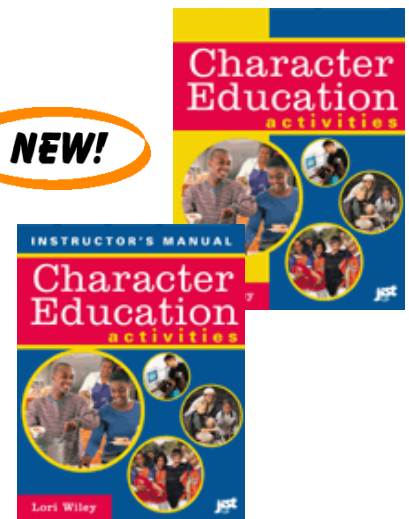
\$9.95

"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



NEW!



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

NEW!

RESUME WRITING

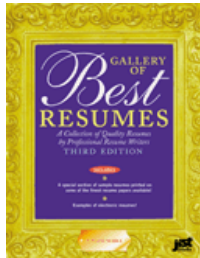
****A JIST Best-Seller****

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



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

by Louise Kursmark

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

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

C2-J0139

\$19.95

Seven Steps to Getting a Job Fast

by J. Michael Farr

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

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

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

Here are the **Seven Steps**:

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

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

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

NEW!



Seven Steps to Getting a Job Fast

Author: J. Michael Farr

Format: 160 pp, 6x9, copyright: 2002

C2-J8884 1-9 \$8.95 each

10+ \$6.95 each



Individual Career Portfolio, First Edition

by Norene Lindsay

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

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

Six-Panel File Folder

Individual Career Portfolio, First Edition

Author: Norene Lindsay

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

copyright: 2005

C2-JA1496

1-9 pkgs

\$29.95

Panel 1:

Individual Career Portfolio

Panel 2:

My Individual Career Plan

Career Interest Assessment Results

Other Assessment Test Results

Panel 3:

My Employability skills

My Work Experience

Skills Employers Seek

Panel 4:

My Extracurricular Activities

Honor and Awards

Yearly Review of Educational Plans

Panel 5:

My Career Research

My Career Choices

Career Research Methods Used

Yearly Review of Career Goals

Panel 6:

My Educational Plans

High School Plans for Each Grade

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

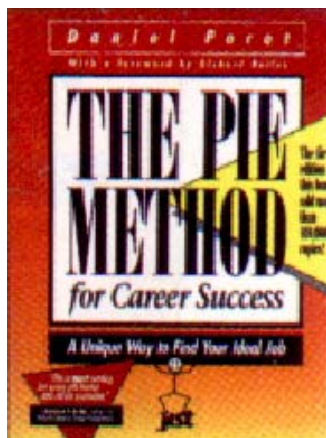
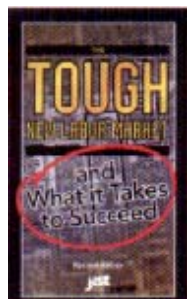
In a documentary news-style format, viewers of this award-winning video:

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

29 minutes, copyright: 2000

C2-JV627X

\$99.00



The PIE Method for Career Success

A unique way to find your ideal job

by Daniel Porot, Foreword by Richard Bolles

- ◆ The best workbook to teach job interviewing skills

- ◆ Very graphic and visual format

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

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

C2-J1820

\$14.95

SELF-EMPLOYMENT RESOURCES

Self Employment: From Dream to Reality! 2nd Edition

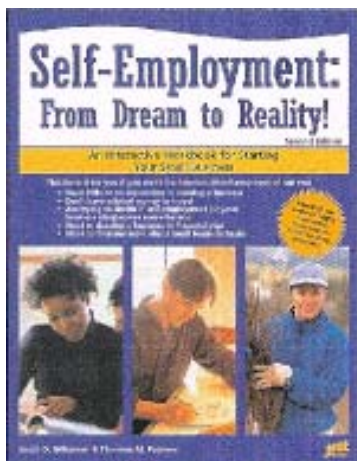
An Interactive Workbook for Starting Your Small Business
by Linda Gilkerson & Theresa Pauwe
Based on the authors' highly successful "Microenterprise"
Training Program.

- ◆ 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

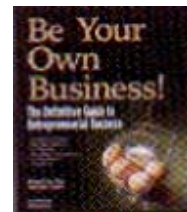
Video Guide to Summer and Part-Time Jobs

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**



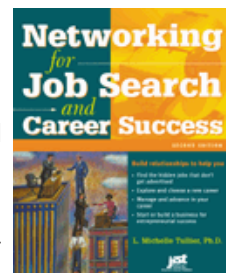
Networking for Job Search and Career Success

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.

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



NEW!

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 understand 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:

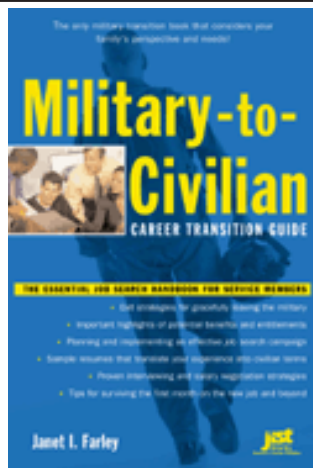
- ◆ Considers the family's perspective and needs during the transition process.
- ◆ Includes charts, checklists, and worksheets.
- ◆ Provides resume and cover letter advice and sample resumes and cover letters for transitioning military personnel.
- ◆ Helps with making the decision to leave the military.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

Format: 240 pp., 6 x 9, softcover

Copyright: 2005

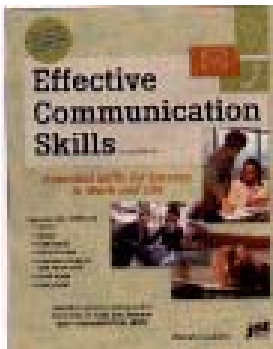
J0910

\$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

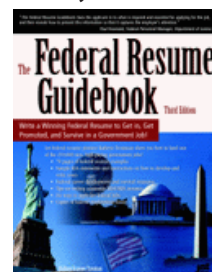
by Kathryn Kraemer Troutman

- ◆ 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.

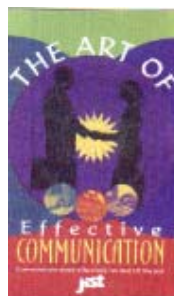
Format: 528 pp, **copyright:** 2001

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.

RESUME WRITING

Same-Day Resume

Write an Effective Resume in an Hour!

NEW!

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 **NEW!**

By Wendy S. Enelow and Louise M. Kursmark

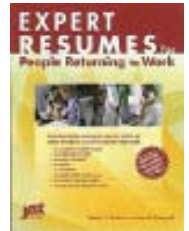
Dozens of professional resume writers share their secrets for returning workers who have noticable gaps in their employment history. Hundreds of sample resumes and step-by-step instructions for writing winning resumes.

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

NEW!

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

NEW!



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

NEW!



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

\$14.95

J0610 First Edition, Special Price

\$ 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.

We've Got to Start Meeting Like This

Format: 6x9, 296 pages, softcover, copyright: 1996

J0696

\$14.95



PRISON RESOURCES

Putting the Bars Behind You Workbook Series

Author: Ronald C. Mendlin and Marc Polonsky, M.A., with J. Michael Farr
Format: 96 to 128 pp, 8.5x11, softcover, five consumable workbooks plus instructor's guide.
copyright: 2000

Available NOW!

JIST's five-workbook series is targeted at soon-to-be-released offenders to help them make successful transitions from incarceration to the world of work.

Putting The Bars Behind You Starter Package

One copy of each title plus the Instructor's Guide.

PKG100

\$54.95

Putting the Bars Behind You Workbook Series

by Ronald C. Mendlin and Marc Polonsky, M.A., with J. Michael Farr
For: HS-Adult , Reading Level: Grade 6

'I strongly encourage all inmates to use this book (The "Double You") to help in your new (free) life.'

- Inmate, San Mateo County Jail-

Developed especially for soon-to-be-released offenders at the request of corrections educators.

- ♦ Five workbooks cover essential job search and career planning topics.
- ♦ Include examples from real life offenders.
- ♦ Written for adults at a 6th grade or higher reading level.
- ♦ Author has extensive experience placing ex-offenders in jobs.

All five workbooks include many in the book worksheets, examples,

"Think About It" and "Checkpoint" sections, and hints and tips for additional guidance.



The "Double You"

The person you are and the person you want to be

Asks readers to examine their past, look at what they've learned from their mistakes and experiences, and use this information to plan their future. Includes life skills planning for living in the outside world, preparing for the job search, and basic job search resources.

Chapter Titles: The Person You Are * The Person You Want to Be * Life Skills: When You Get Out of Prison * Job Search Preparation * Basic Resources for Your Job Search

C2-J5540

\$6.95



Job Search Tools:

Resumes, Applications, and Cover Letters

Shows readers how, why, and when to use these essential paper job search tools. Includes instruction on how to complete applications truthfully without screening yourself out of consideration, how to write cover letters that show employers why they should hire you, and how to send follow-up letters and thank you notes to get results.

Chapter Titles: Resumes * Job application * Cover Letters and Follow Up Letters

C2-J7020

\$6.95



Being "Job Ready"

Identify Your Skills, Strengths, and Career Goals

Guides readers in identifying their strengths, weaknesses, and interests; helps them identify and document work and life experiences; and guides them to identify career options. This workbook also leads readers to develop short- and long-term training, education, and career goals.

Chapter Titles: Your Foundation * Identify Your Experience * Identify Your Skills * Put It All Into Action

C2-J7055

\$ 6.95

Instructor's Guide

Putting the Bars Behind You Workbook Series

A comprehensive **Instructor's Resource Manual** provides vocabulary review, presentation suggestions, quizzes (many in the form of crossword puzzles, word search and other nontraditional formats) and answer keys, discussion questions, and answers to the Checkpoint questions for each chapter in all five workbooks. Black-line transparency masters correlated to each workbook are also included.

C2-J6385

\$24.95

****FREE with 25 copies of workbooks**

*This series has a companion video series too! Title: **Putting The Bars Behind You Video Series!***



Keeping Your Job

Survive and Succeed in a New Job

Provides readers with solid advice and skills for keeping a job by developing good basic, work habits, time management skills, communication skills for interaction with co-workers and supervisors, and tips for handling stress and anger. Also discusses the importance of balancing work with family and leisure activities.

Chapter Titles: The Basics * Organizing Your Work * Getting Along with Coworkers and Supervisors * Handling Stress at Work * The Big Picture

C2-J7047

\$6.95

Networking and Interviewing for Jobs

Draws on Mike Farr's results-oriented techniques for finding the hidden job market, using the Yellow Pages and cold-calling to get interviews, and preparing for the inevitable question about prison time. Teaches readers the best way to answer the question "Why should I hire you?" Examples are specific to ex-offenders and drawn from their real-life experiences.

Chapter Titles: Your Most Essential Job Search Tool; Your Personal Network * Tapping the Hidden Job Market Through Cold-Calling * Preparing for the Interview * During the Interview

C2-J7039

\$6.95



PRISON RESOURCES

A JIST Bestseller!

Putting the Bars Behind You, Revised Edition

For: HS-Adult

- ◆ Addresses special needs of ex-offenders looking for work.
- ◆ Learn from experiences of ex-offenders.

Ex-offenders are often clients or participants in programs operated by many organizations - community-based organizations, postsecondary institutions, one-stop career centers, other training programs funded by JTPA, and welfare-to-work programs, to name some. Both ex-offenders and the professionals who work with them will benefit from this excellent, newly revised video that addresses the unique challenges that ex-offenders face when they look for work.

Results-Oriented Job Search Methods

This is still a very special video that addresses key topics with solid content. Real-life ex-offenders talk about looking for - and finding - jobs. Ex-offenders learn

- ◆ Mike Farr's practical, self-directed job search techniques, with emphasis on the unique needs of ex-offenders.
- ◆ Why traditional job search methods - filling out applications, answering newspaper ads, and "shotgunning" resumes - are less effective for ex-offenders.
- ◆ The two most effective job search methods that can dramatically reduce the time it takes to find a job. And the job search methods are the very best! They're based on techniques by Mike Farr, whose job search books have sold more than 2 million copies!

Shows Ex-Offenders How to Interview Successfully

The toughest challenge for ex-offenders seeking work is the job interview. Special attention is given to the interview, and ex-offenders learn how to

- ◆ Discuss their incarceration with potential employers
- ◆ Communicate their skills and strengths
- ◆ Answer tough interview questions.

Putting the Bars Behind You, Revised Edition

Length: 24 minutes

Style: Serious, informational

Key Characters: Caucasian, African-American, Hispanic

Revision Date: 1999

C2-JV6512 VHS \$149.00

C2-JD0481 DVD \$149.00



Corrections/Pre-Release Job Search and Retention Package

5 copies each of the *Putting The Bars Behind You* Workbooks and the *Instructor's Guide* with one copy of the *Putting The Bars Behind You* Video/DVD
CCJ3314 \$335.40 save \$37.27

Back in the World: Life After Prison Video Series



For: Adults

It's a fact: Most incarcerated individuals serve their time and return to the "real" world. But as inmates count down the days and months to release, their anticipation runs the gamut from excitement about freedom to apprehension about making a new start.

This is a very special three-video series, years in the making. Why? Because inmates have unique challenges - both obstacles AND opportunities - to make a good transition from prison to "civilian" life. The solid advice offered in these new videos is drawn from numerous interviews with inmates near their release dates and with their counselors and instructors. Their words offer practical tips and inspiration for ex-offenders to embrace - and succeed with - their new lease on life.

"I really like this video because it stresses the importance of offenders taking advantage of all the programs offered by the institution."

- Marge Warner, A.B.E. Teacher
State of Indiana Department of Correction

- ◆ Solid advice for pre-released offenders.
- ◆ Excellent information for professionals who work with inmates.
- ◆ Includes numerous interviews with inmates near their release dates.
- ◆ Filmed at correctional facilities across the country.
- ◆ Very practical advice, tips can be put into practice immediately.

Back in the World: Life After Prison Video Series

Length: Each video 25 minutes average

Style: Documentary, informational

Key Characters: Caucasian, African-American, and Hispanic

Three -Video Set ---Save \$48.00

C2-JV5214

\$329.00

Post-Prison Blues: Adjusting Your Relationship with Family, Friends, and Yourself

The emotional challenge of prison release can be daunting. Even family and close friends may take some time to adjust, not to mention society at large. Inmates and experts relate their experience and valuable insights on how to make the emotional transition, and they talk about:

- ◆ Dealing with the label "ex-convict"
- ◆ Surviving without support from family or friends
- ◆ Helping children understand why you were in prison
- ◆ Coping with the change from structured; instructional time
- ◆ Dealing with the uncertain future.

Approx. 25 minutes, copyright: 1999

C2-JV5796

\$129.00

Inside Opportunities:

Training and Education Behind Bars

The time spent in prison need not be wasted! Correctional facilities provide a wealth of training and education programs for inmates to develop some of the skills they'll need to get and hold jobs when they're released. Current and former inmates offer insight on

- ◆ Basic literacy
- ◆ High school completion
- ◆ GED certification
- ◆ Vocational training
- ◆ Postsecondary education
- ◆ Job search training
- ◆ Employment skills training.

Approx. 25 minutes, copyright: 1999

C2-JV5656 \$129.00



After Prison:

How the Ex-Convict Can Find a Place to Live, Get Work, and Stay Straight

Basic human needs for food, shelter, and employment - critical factors in transition - are the focus of this video. Where can ex-offenders find housing and jobs? And most important - where can ex-offenders find extra emotional strength during those first few months? Inmates answer these and many other questions:

- ◆ When should I begin to plan for release?
- ◆ How do I handle money and credit?
- ◆ What can I do about housing?
- ◆ What do I tell potential employers?
- ◆ How can I overcome the stigma of being incarcerated?
- ◆ What support programs are available?

Approx. 25 minutes, copyright: 1999

C2-JV5664

\$129.00

WINNERS!

- ◆ *Inside Opportunities*: Telly Award
- ◆ *After Prison*: Bronze, Worldfest Houston; Award of Distinction, Communicator Awards
- ◆ *Post-Prison Blues*: Telly Award; Silver, Worldfest Houston; Honorable Mention, Communicator Awards; Second Place, ACA Festival

See our new five workbook series for Ex-offenders on page 50!

CAREER DEVELOPMENT VIDEOS

Get Motivated!

With Toby Malichi
For HS-Adult

Get Motivated with Toby Malichi

Length: 36 minutes

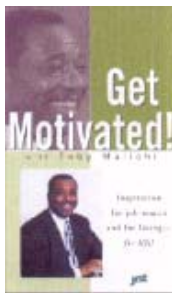
Style: Live Presentation

Key Characters: African-American male trainer, culturally diverse audience

Production Date: 2001

C2-JV8515

\$149.00



Inspiration for job search and for living - for life!

People receive negative feedback and advice more than 25,000 times during their lives!

Viewers learn how to fight back in this fine motivational video that features Toby Malichi, Captured "Live," Toby engages his audience to emphasize that attitude permeates virtually every aspect of what we do, including job search.

The key to success? Self management skills that start with attitude. See why Toby Malichi has been invited to present more than 4,000 talks around the world. His positive attitude is absolutely infectious, and there's plenty to go around.

As Toby says, "At the beginning of every task is an attitude!"

Looking for Work with Attitude Plus!

High School-Adult

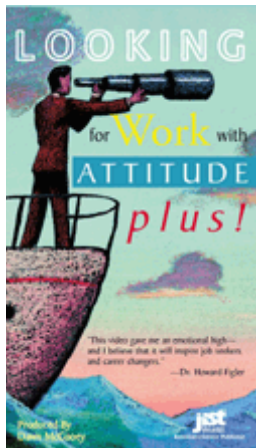
A good attitude is a key element in a successful job search!

A very important first step in job search: your attitude. A half-hearted approach usually produces half-hearted results. Many people who have lost their jobs—especially through no fault of their own—experience loss and even some degree of depression over their situation. While this is understandable, people have to overcome these feelings in order to begin a transition to new employment.

Looking for Work with Attitude Plus! is an excellent new video/DVD that speaks directly to the emotional impact that job loss brings. It uses the metaphors of several sports—including sailing, rock climbing, fly-fishing, and windsurfing—to help viewers understand the dynamics of job loss and career change. Then it offers valuable insights into ways to move through and beyond emotional barriers.

Key Messages:

- ♦ Support is an important ingredient in dealing with emotions.
 - ♦ Overcoming fears and taking risks creates freedom.
 - ♦ Change is possible.
 - ♦ Knowledge and preparation are two important elements of job search.
- Use this video with:



- ♦ One-stop career center clients
- ♦ Students in life skills courses
- ♦ Welfare-to-work program participants
- ♦ Vocational/technical school students
- ♦ Community college placement centers
- ♦ Any job search training program or course
- ♦ Corporate/HR training
- ♦ Clients with community-based organizations
- ♦ Outplacement program participants

Length: 22 minutes

Format: VHS or DVD

Copyright: 2004

NEW!

JV0791

JD0848

VHS

DVD

\$99.00

\$99.00

Think Small

Finding Big Jobs in Small Businesses

- ♦ Seven of ten non-government workers are employed by organizations with fewer than 250 employees
- ♦ Eighty percent of job growth comes from these same companies
- ♦ Small businesses create rewarding careers and jobs

Viewers Learn

- ♦ That small organizations - both for profit and non profit - offer a wealth of opportunities that should be considered by anyone on a job search.
 - ♦ How to research small businesses.
 - ♦ What things to keep in mind when searching for jobs in small businesses.
 - ♦ What small businesses look for in employees.
- This is an excellent new video focused on a topic that is often overlooked in job search training.

Think Small!

Length: 25 minutes

Format: Informational, lots of interview segments with narrator

Key Characters: African-American, Caucasian, Hispanic

Production Date: 2002

C2-JV6601

JV918X

VHS

DVD

\$129.00

\$129.00



Related Products:

- ♦ *Two Best Ways to Find a Job*, Second Edition Workbook
- ♦ *Why Should I Hire You?* Second Edition Workbook

Attitude

With Toby Malichi

For: HS-Adult

"Success works with you, after you work for success."

—Toby Malichi



Why is this man smiling?

Toby Malichi has spoken to individual and groups all over the world, he's even addressed an economic forum at the United Nations. If you tell Toby that is quite an achievement, he will agree. But in the next breath he will say it is simply the realization of a dream he's been chasing since he was eight years old.

As a motivational speaker for more than 17 years, Toby has dedicated his life to presenting an inspiring new way of thinking. He continues to enlighten people throughout the world and from all walks of life with a simple message: *The keys to success can always be traced to perseverance and a positive attitude!*

This motivational video can be especially helpful for job seekers: It inspires viewers to change their attitudes to overcome current circumstances.

- ♦ Ideal for those who are overcoming layoffs
- ♦ Hope for the discouraged
- ♦ Road map to success in life and at work

Attitude!

Length: 50 minutes

Style: Interview with a trainer, live presentation

Key Characters: African-American male trainer, culturally diverse audience

Production Date: 1994

C2-PV0386

\$129.00

WELFARE TO WORK

Welfare-to-Work Video Series

Recommended for: Adults

A new four-video series targeted at people who receive public assistance—and the professionals who work with them!

- ◆ Speaks directly to public assistance recipients.
- ◆ Reinforces the main message of welfare reform: Learn how to find a job, and learn how to keep it.
- ◆ Includes real-life welfare recipients discussing finding and keeping a job.

Motivates AND educates on four essential job search topics:

- 1) Getting started.
- 2) Your Job Is Out There.
- 3) Making A Good Impression.
- 4) Success That Lasts.

Excellent for:

- 1) New welfare applicants.
- 2) Candidates for welfare-to-work programs.
- 3) Welfare-to-Work program participants.
- 4) Welfare-to-Work professionals.



Jist's Welfare-to-Work Video Series

Welfare-to-work professionals have tough jobs! Many programs have moved hundreds, even thousands of welfare recipients into jobs. But new people apply for benefits every day, and many of the most challenging clients remain. Jist's new Welfare-to-Work Series is targeted at people who receive public assistance, including first-time applicants, candidates for welfare-to-work programs, and those who have yet to make the transition.

Jist's Welfare-to-Work Video Series delivers the right content for its audience.

- ◆ Comprehensive. Viewers are exposed to all essential job search topics.
- ◆ Flexible. Viewers can focus on just one or many essential job search topics.
- ◆ Two videos are motivational and inspirational in style.
- ◆ Includes relevant content. Designed with input from current and former public assistance recipients.
- ◆ Includes viewers' perspective. Viewers will identify with current and former recipients as well as professional staff.
- ◆ Keeps viewer interest. Good mix of lecture, group discussion, group activities.
- ◆ Goes beyond job search techniques. One video focuses on keeping and succeeding on the job.

Produced with input from welfare professionals and recipients. Former and current recipients are featured in the series as well as professional staff, and it has already been presented to thousands of recipients. This series presents their experiences, observations, and tips, and it talks "up" to recipients - they will relate easily to both the content and the presenters.

High quality production values. These videos are designed to capture and maintain viewers' interest - they're much more than just "talking heads." The format includes a good mix of lecture, group discussion, group activities, comments from recipients and professionals, and professional facilitation. Sound and video quality are excellent.

Welfare-To-Work Video Series

Length: Four videos, 30-36 minutes each

Style: Motivational, educational

Key Characters: Culturally diverse

Production Date: 1999

Four-Video Series - Save \$131.00

C2-JV6784 \$495.00

Individual Videos: \$149.00 each

Online Instructor's Guide available for each video



NOW IN DVD FORMAT!

Getting Started

A motivational video that provides an overview of all the steps necessary to start a successful job search regardless of education or work experience. Scheduling time, self-assessment, skills inventories, and goal setting are covered, and former recipients describe their successes and the benefits of leaving public assistance and moving into the world of work.

33 minutes, copyright: 1999

C2-JV6792	VHS	\$149.00
C2-JD0449	DVD	\$149.00

Your Job Is Out There

Viewers learn how to locate jobs in the "hidden" job market and how to create professional resumes. One strength of this video: It makes the difficult task of looking for and applying for work simple and easy to understand, and viewers will be able to create a powerful master job application and resume regardless of work experience and education.

36 minutes, copyright: 1999

C2-JV6806	VHS	\$149.00
C2-JD0457	DVD	\$149.00

Making a Good Impression

Job interviews are a critical step for all job seekers, but this video is especially strong at showing viewers how to answer difficult questions. For example, "I see by your job application that you don't have a lot of work experience, so what can you do for this company?" Viewers gain confidence by learning good strategies and practical techniques to answer this—and other difficult questions - resulting in more quality job offers.

30 minutes, copyright: 1999

C2-JV6814	VHS	\$149.00
C2-JD0465	DVD	\$149.00

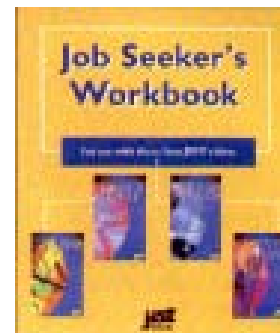
Success That Lasts

Minimum wage is the reality of many jobs offered to people moving off welfare. This motivational video educates viewers on what it takes to have secure employment, and it teaches them how to turn minimum wage jobs into successful, high-paying careers. The solid advice in this video can be used in many settings!

34 minutes, copyright: 1999

C2-JV6822	VHS	\$149.00
C2-JD0473	DVD	\$149.00

Also available!
Welfare-to-Work
Workbook



Job Seeker's Workbook

by the Editors of JIST
Reading Level: Grade 6
For: HS - Adult

- ◆ New activity book to use with Welfare-to-Work Video Series
- ◆ Lots of interactive worksheets, charts, and checklists
- ◆ Use with individuals or in groups

This new workbook reinforces the main message of welfare reform: Learn how to find a job, and learn how to keep it!

The content complements the Welfare-to-Work Video Series, and the activities can be used as in-class activities and/or as homework assignments.

Covers the basics of skills identification, how to locate job openings, write resumes and cover letters, fill out job applications, telephone skills, interview skills, how to prepare for work, and how to ensure success on the job.

Format: 80 pp, 9.5x11, softcover, **copyright: 2001**

C2-J8337 \$6.95

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

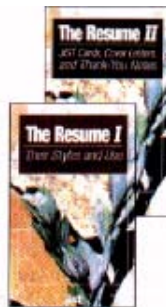
Individual Videos: \$ 99.00 each

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

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 With- out 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

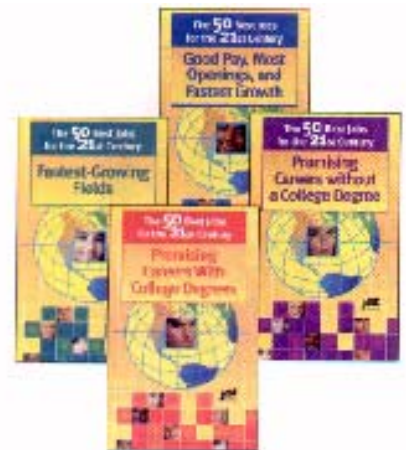
Key Characteristics: Culturally diverse

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!*



JOB SEARCH VIDEOS

Skills Identification, Revised Edition

Discovering Your Skills

For: Grade 7-Adult

FACT: Many people do not realize they have hundreds of skills!

FACT: Many people do not know that some of their skills are more important than others!

FACT: People who know their skills create better resumes and do better in interviews!

This award winning video helps viewers understand what skills are, identify the hundreds of skills they possess, and clarify which skills are more important in a competitive job market.

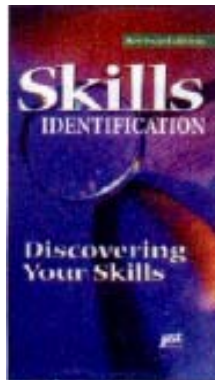
Good skills identification is the foundation for improved career decisions and a fast, effective job search.

Viewers Learn to:

- ◆ Identify skills that will improve resumes and interviews
- ◆ Relate abilities to the skills they require
- ◆ Use formal education, apprenticeships, and the military to learn skills
- ◆ Create a skills database from work, leisure, volunteer, and life experiences
- ◆ Set career and life goals - and reach them

A solid Video That's Even Better

New graphics and revised video footage make this edition clearer, and it does a better job of reinforcing key content points.



Recommended for
Grade 7 - Adult

Winner!
Telly Award

"An essential first step in job search!"

Skills Identification, Revised Edition

Length: 13 minutes

Style: Informational

Key Characters: Caucasian, African-American, Hispanic

Revision Date: 2000

C2-JV1456 VHS \$99.00

C2-JD0392 DVD \$99.00

NOW IN DVD FORMAT!

Recommended for HS-Adult

Winner!

Multiple Tony Awards

Worldfest

Videographer

How to Be a Success at Work Video Series - Revised Edition

Length: 16-20 minutes
each

Style: Entertaining, informational

Key Characters: Caucasian, African-American, Hispanic, Asian-American
Revision Date: 1999

Three-Video Series - Save \$58!

C2-JV6113 \$330.00

Individual Videos: \$129.00 each

How to Be a Success at Work Video Series, Revised Edition

◆ An excellent primer for entry-level workers on job survival and success.

◆ Based on the best-selling book *Job Savvy*, by LaVerne L. Ludden, Ed. D.

Congratulations! You got the entry-level job you wanted. But...where do you go from here?

At first glance, this question may seem trivial. But the answer is more important than you might think: *Because every entry-level job opportunity might set the stage for your future in that field!*

The *How to Be A Success at Work* video series provides thorough answers focused on the needs of entry-level workers. Viewers will understand what it takes to establish - and maintain - healthy relationships with their workplaces. This three-video series is designed to help entry-level workers:

- ◆ Get a positive start in the working world
- ◆ Handle day-to-day work issues
- ◆ Move ahead faster

What's new in the *How to Be a Success at Work Video Series*. There are extensive content revisions and additions (besides the new narrator and upgraded graphics):

- ◆ Better focus on the needs of entry-level workers
- ◆ More - and more diverse - examples of workers in entry-level jobs
- ◆ Expanded section on job ethics
- ◆ Expanded content on job retention

This series is based on the best-selling book *Job Savvy* and helps viewers adjust to their new work environments and, most importantly, succeed!



Succeed In Your Job

Advice to Keep Your Career on Target *How Entry-Level Workers Can Move Ahead Faster*

Employers are looking for more than just workers, they're looking for people who can solve problems, who are team players, and who can think on their feet. They want people with excellent work habits and strong ethical values. The mere possession of these and other qualities can help employees stand out from others. And by demonstrating these qualities, employers help themselves to achieve satisfying and rewarding careers.

Succeed in Your Job shows how to acquire and maintain these long-term traits that make employees more valuable. And these employees are the ones who get noticed for raises, promotions, and career development. Viewers learn about:

- ◆ The importance of solving problems effectively
- ◆ The benefits of being able to work as part of a team
- ◆ The best ways to express satisfaction on the job
- ◆ The best resources to use when planning out a career

20 minutes, copyright: 1999

C2-JV6857 VHS \$129.00

Survive On Your Job

Tips for Staying Ahead at Work

How entry-level workers can handle day-to-day issues.

Time invested in improving self-image and creating good working relationships with co-workers and supervisors pays off in the long run.

Survive on Your Job show that every day creates a new opportunity to grow from a success...to learn from a mistake...and to seek out the challenges that make being there worthwhile.

Viewers see why it's important to:

- ◆ Take responsibility for successes and failures
- ◆ Interact with supervisors and co-workers
- ◆ Realize the different types of skills they can offer now, as well as develop for the future
- ◆ Do the "little things" that make workdays more productive and enjoyable workdays more productive and enjoyable

16 minutes, copyright: 1999

C2-JV6849 VHS \$129.00

Start Your Job

Promptness and Other Skills Employers Seek *How Entry-Level Workers Can Get A Positive Start in the Workplace*

Start Your Job uses three settings - an office, a health care facility, and a hotel lobby - to explain the importance of the employee/employer relationship and how it can benefit both worker and supervisor. Viewers discover:

- ◆ How dependability, appearance, attitude, and even personal hygiene can affect their chances of job success - *right from the start*
- ◆ The seven basic skills that employers look for in new employees
- ◆ Ways that lifestyle plays a vital role in job performance

17 minutes, copyright: 1999

C2-JV6830 VHS \$129.00

JOB SEARCH VIDEOS

The Very Quick Job Search Video

Get A Better Job in Half the Time! Revised Edition

by J. Michael Farr

Overview of the best self-directed job search techniques in the best overview in the galaxy!

Money can't buy a better video than the **Very Quick Job Search Video** when it comes to self-directed job search. It's based on the best selling book of the same name by J. Michael "Mike" Farr, the national authority on self-directed job search. It presents the essentials of a successful job search in about 30 minutes.

- ◆ The differences in traditional and nontraditional job searches
- ◆ The benefits of networking
- ◆ The basics of cold-calling to set up interviews

Students in job search courses and participants in job search workshops can view it as a course or workshop overview and again for review or brush up. Very helpful!

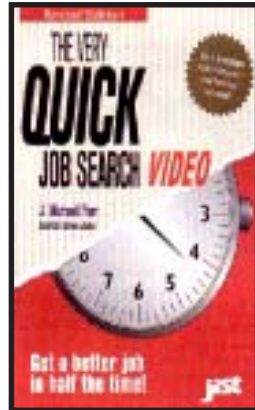
Much Has Been Updated!

Computers and the Internet are much more important tools in job search, and the revisions new and expanded section shows how technology can be used to a job seeker's advantage.

- ◆ Career-related software
- ◆ Online research on a career or an organization
- ◆ Internet Job databases
- ◆ Resume posting on the Web
- ◆ Networking on the biggest "net" work in the world!

Plus There Are Many Improvements

- ◆ Mike Farr explains the use of computers in the job search - new interview footage
- ◆ All-new interviews with employers sharing their impressions of various job-seeking methods
- ◆ All-new interviews with former job seekers, telling how they found their jobs through nontraditional channels
- ◆ New graphics, new narrator, new dramatized scenarios



The Very Quick Job Search Video, Revised Edition

Length: 32 minutes

Style: Serious, informational

Key Characters: Caucasian, African-American, and Hispanic

Revision Date: 1999

C2-JV2835 VHS \$129.00

C2-JD052X DVD \$129.00

Computer Skills in the Workplace

Revolution on the Job

For: HS-Adult



No matter what career field you choose, the need for computer skills is constant and ever growing!

Everyone needs computer skills to get good jobs, and they need to continually upgrade these skills to stay competitive. Interviews with and advice from people whose jobs have been affected by computers. Employers explain what computer skills they look for. Workers in different jobs tell how important computer skills have become in their jobs and people without computer skills share the problems they have had in getting good jobs or promotions.

Tips on Getting Computer Training.

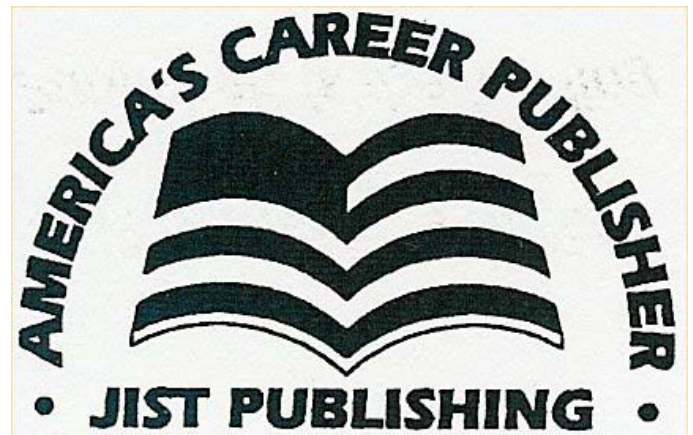
Various sources of computer skills training are reviewed, including formal courses, online and video tutorials, employer-sponsored training and even low-cost alternatives such as reading computer magazines and books.

29 minutes, copyright: 1997

C2-JV4331

VHS

\$99.00



The Complete Job Application

Filling in the Blanks, Revised Edition

No matter where job seekers go, job applications will be waiting.

And remember: Job applications are designed to SCREEN applicants OUT, not in. It's true! In many companies, filling out applications is a standard step in the hiring process that often comes before the interview. So there are advantages to knowing how to do a good job of completing applications.

An entertaining video that highlights

- ◆ Basics like leave no blanks, bring an erasable pen, leave off anything that could be perceived as negative
- ◆ How to deal with the salary question
- ◆ Which questions the law doesn't require you to answer
- ◆ How to handle tricky questions, like "Have you ever been arrested?"
- ◆ How to handle previous work and volunteer experience effectively

See companion workbook: **Introduction to Job Applications, Second Edition**, see page 28



The Complete Job Application, Revised Edition

Length: 20 minutes, Style: Informational

Key Characters: Caucasian, African-American

Revision Date: 2000

C2-JV7276 VHS

\$99.00

C2-JD0384 DVD

\$99.00

Envision Your Career

NEW!

A Language-Free Video Career Interest Inventory

Interest Level: High School-Adult

Envision Your Career: A Language-Free Video Career Interest Inventory, is a visual, language-free occupational interest inventory, in video format, that is based on John Holland's Theory of Types. It was designed to measure career interest in people who have little or no English skills and/or limited reading and writing abilities.

Key Messages and Features/Benefits:

There are no words, everything is visual. Viewers watch pictures of various occupations, 66 total, and then use a response sheet, available free via the Web, to circle numbers, on a scale of 1 to 5, corresponding to whether or not they liked the occupation they've seen. After completion of the test, columns are totaled for score. Each column represents one of John Holland's occupational clusters. 1 = Realistic, 2 = Investigative, 3 = Artistic, 4 = Social, 5 = Enterprising, 6 = Conventional. Finally, they confer the user manual, also free on the Web, to interpret their scoring. Length: 22 minutes

Format: VHS or DVD, Copyright: 2004

JV1712

VHS

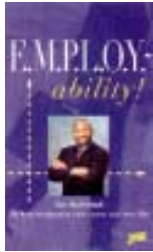
\$149.00

JD1720

DVD

\$149.00

JOB SEARCH VIDEOS



Recommended for: Grade 11 - Adult

E.M.P.L.O.Y.ability!

Length: 36 minutes

Style: Entertaining, live presentation

Key Characters: African-American male trainer, culturally diverse audience

Production Date: 2001

C2-JV6245 VHS \$129.00

E.M.P.L.O.Y.ability!

Six Steps to Change Your Life

Question: What's the best way to get money?

Answer: Get employed and stay employed!

Motivational speaker Bryon Ricks shares his effective **EMPLOYability formula**. His live audience relates easily to his personal observations and relevant stories that illustrate the key concepts of **Enthusiasm, Motivation, Planning, Learning, Obstacles, and You!**

The key lesson: Once viewers resolve to change, no obstacle - lack of work experience, education, skills - is too great to overcome. This fine motivational video encourages viewers to do the very things they think they can't do.

"I know what it means to be on welfare. I know what it means to have to continuously justify your existence...why you need this money. I know what it means to never have enough money to do anything with, really...I know what that means. And I have to help people. That's why I'm in the business I'm in today."

- Bryon Ricks, Motivational Speaker

Recommended for HS - Adult

Social Skills at Work

Length: 19 minutes

Style: Live-action video with narration

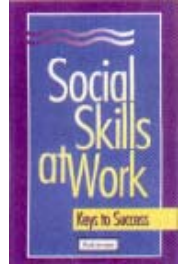
Key Characters: New employee and supervisor; Caucasian

Production Date: Graphics updated 1997

Comment: A good video for special needs and special-education populations

C2-JV0866 VHS \$89.00

C2-JD0511 DVD \$99.00



Social Skills at Work

Keys to Success

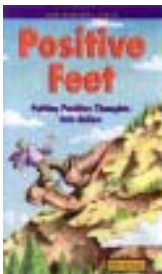
An excellent video for youth and adults who need basic employability skills.

Repetition and concrete situations give this video special value for special-needs populations, such as those with limited academic or cognitive abilities. Keeping a job requires more than just the ability to do it well; it calls for the ability to contribute to a pleasant and positive work environment. **Social Skills at Work** offers a realistic presentation on this topic in a way that anyone can appreciate.

It has practical, no-nonsense information focused on a few common problems many people experience in the early phases of a job. It then repeats and reinforces key points for better comprehension.

This video uses situations to teach appropriate on-the-job behavior, such as making new friends, handling frustration and anger, and using good manners.

NOW IN DVD FORMAT!



Recommended for HS - Adult

Positive Feet

Length: 25 minutes

Style: Entertaining, live presentation

Key Characters: African-American male trainer, culturally diverse audience

Production Date: 1999

C2-JV1056 VHS \$99.00

Positive Feet

Putting Positive Thoughts into Action

Motivational speaker Byron Ricks captured "live" with an audience. Give students or clients an action plan to help get and stay motivated!

- ◆ Easily holds viewers interest
- ◆ Good group dynamics reinforce key points
- ◆ Very good for one-stop centers, welfare-to-work programs, organizations and professional who work with young adults, and adults who may be discouraged about looking for jobs

Motivational speaker Byron Ricks makes a convincing argument that positive thinking does not bring its own results - it requires **ACTION** to take those thoughts to reality. The video captures Byron "live" as he shows his audience how to put "positive feet" to their thoughts and goals. He emphasizes that success is a journey and often requires change. And he illustrates the importance of change in creating a positive reality by using the acronym **CHANGE** as his outline: **Change, Help** others reach their goals, **Attitude, Never** quit, **Goals, Evaluate** progress daily.

An excellent video for many career development and job search settings. The presentation is very approachable, and the advice is realistic. Career changers and job seekers can immediately apply Byron's principles to their challenges.



Recommended for: HS - Adult
Winner!

Certificate of Excellence, U.S. International Film & Video Awards, Communicator Award

Eight Easy Ways to Lose a Job

Length: 20 minutes

Style: Dramatic portrayals, informational

Key Characteristics: Caucasian, African-American, Asian

Production Date: 1998

C2-JV4471 VHS \$129.00

JV9198 DVD \$129.00

Eight Easy Ways to Lose a Job...and How to Head in the Right Direction

- ◆ Show students and clients what it takes to keep and succeed on the job!
- ◆ Based on research into why people lose jobs, the video gently teaches values and behaviors employers want.

The eight main reasons people lose jobs.

- ◆ **Not following directions.** Viewers follow a story in which workers at a plant nursery decide to overrule a decision made by their boss.
- ◆ **Work too slowly, or make too many mistakes.**
- ◆ **Dishonesty.** Examples include lying on a resume, lying to customers about a product, using work time for personal business, and stealing.
- ◆ **Relationships with coworkers that are counterproductive**
- ◆ **Reliability.** Viewers watch a car shop manager cover for a mechanic who doesn't show up for work.
- ◆ **Attitude.** Workers gossip about their boss. A new employee responds negatively to an experienced employee's question, "How's the job going?"
- ◆ **Personal Life.** A concerned employer gets on the phone and on the case of an employee who shows signs of a substance abuse problem.
- ◆ **Personal appearance.**

Excellent for programs where job retention is an important issue, such as

- ◆ Youth and first-time job seekers
- ◆ Welfare-to-work programs
- ◆ WIA programs
- ◆ School placement programs
- ◆ Programs that work with ex-offenders

DVD FORMAT

Includes bonus footage not on video!

JOB SEARCH VIDEOS

Innerviews Video Series

For High School to Adult

The Interviews Video Series is JIST's longest running, best-selling series. The reason?

- ♦ *All five videos are informative and entertaining*
- ♦ *It focuses in depth attention on an extremely important job search topic.*
- ♦ *The content is based on the self-directed job search methods of America's leading career and job search author, Mike Farr.*

"An outstanding series of five job search how-to videos...In today's economic climate, this is a must-have addition to every community and university video library collection." - Bookwatch



The Seven Phases of a Job Interview
41 minutes
C2-0654 \$149.00



Effective Answers to Interview Questions
37 minutes
C2-0662 \$149.00

Employers Expectations Or What the Dickens Do Employers Want?
35 minutes
C2-0581 \$149.00



Where (& How) to Look for Job Leads Looking for Jobs in All the Right Places
29 minutes
C2-0565 \$149.00

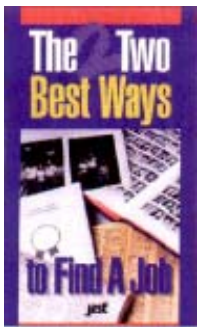


How to Get Interviews & Organize Your Time Getting Interviews in the Hidden Market
25 minutes
C2-0573 \$149.00



Innerviews Video Series
Length: 5 videos, 26-41 minutes
Style: Informational, some humor
Key Characters: Culturally diverse
Production Date: 1992
Series Purchase Includes: One copy each of Getting the Job You Really Want, Getting the Job You Really Want Instructor's Guide, and The Very Quick Job Search, Second Edition.

5 Video Series: **SAVE \$180.00**
C2-0557 \$565.00



The Two Best Ways to Find a Job
Length: 21 minutes
Style: Informational
Key Characters: Caucasian, African-American
Production Date: 1997
C2-JV3173 VHS \$99.00
C2-JD0414 DVD \$99.00

The Two Best Ways to Find a Job

Learn how two-thirds of job seekers succeed at the job search!

A whopping 80% of job seekers today find success from 1) Networking, and 2) Making direct contacts with employers. These two proven techniques make a huge difference in getting a *better* job in *less* time.

First, viewers review the more common job search methods, but statistics show how few actually succeed in getting jobs from these methods. Tips are offered on using these methods to supplement the two best ways.

The video then moves on to the best job search methods: networking and making direct employers contacts.

Viewers learn:

- ♦ How a network can get started from a single, informal meeting with a warm contact.
- ♦ How to expand a network and track its progress
- ♦ How to create **JIST Cards** and circulate them effectively
- ♦ How to write skills statements
- ♦ How networking can lead to interviews
- ♦ How to use the yellow pages to locate potential areas of employment
- ♦ How to successfully reach the person who does the actual hiring
- ♦ How cold contacts can lead to interviews, even when there are no positions open
- ♦ How following up with thank-you notes can be advantageous

The video has several places to pause for group discussion, so it is good for instructional settings. Content is based on the award-winning books of J. Michael "Mike" Farr.

Dialing for Jobs, Revised Edition

Using the Phone in the Job Search

- FACT:** Over 75% of job openings are NEVER advertised!
FACT: Over 60% of job openings are filled by word-of-mouth referrals or by contacting employers directly.
FACT: Job seekers who get more interviews find jobs faster.
FACT: Effective telephone use is the best way to get interviews.

Viewers learn how to

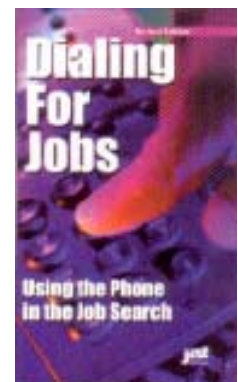
- ♦ Make "warm" calls to develop a personal job referral network among friends, relatives, and acquaintances
 - ♦ Locate unadvertised job openings by using the yellow pages and making cold calls directly to potential employers
 - ♦ Develop short, powerful phone scripts
 - ♦ Set up interviews, even when no job openings exist
- Chock-full of practical techniques that job seekers can use immediately.

Dialing for Jobs, Revised Edition

Length: 40 minutes
Style: Entertaining, Informational
Key Characters: Caucasian, Asian, Hispanic
Revision Date: 2000
C2-JV7241 VHS \$129.00
C2-JD0538 DVD \$129.00

Recommended for HS - Adult

WINNER!
Telly Award
Worldfest Award



JOB SEARCH VIDEOS

The JIST Video Guide for Occupational Exploration (GOE) Real People, Real Jobs, Real Information

Recommended for: Grade 5-Adult
Winner!
Four Telly Awards
New York Film Festival

16 - Video Series - Save \$709!
C2-JV2231 \$395.00
Revisions Date: 1997-99
Individual Videos \$69.00 each



"I highly recommend The JIST Video GOE series. I think it's very helpful for students to see real people talking about what they actually do in their respective career fields."

-Jan Dailey, Counselor.
Austin Community College

Videos in this series have won prestigious Telly Awards as the best in their category, competing against the likes of major studios. These videos are exceptionally well done!

- ♦ A comprehensive AND affordable career video series!
- ♦ Features real comments from real workers!
- ♦ Sixteen-video series

These videos support career exploration for a wide range of ages!

Students of Many Ages - No Reader Level Limitations

Students who are exploring career options benefit greatly from the advice of people who work in jobs that interest them. The video format has no reading level limitations. Students from grade school through college can use these videos.

First-Time Job Seekers

Job seekers will relate to the adults who "star" in this series as they provide insight about their work - very helpful for first-time job seekers of all ages as they prepare for interviews.

Adults

Many adults find themselves changing careers after being with the same company or job for many years. Others may be reentering their workforce after an extended absence. This series is excellent for adults who need up-to-date information about the labor market.

Supports School-To-Work

The videos emphasize the connections among education, work, and on-the-job success. Their TV documentary quality appeals to a wide range of people, from middle school students through adults. Infuse one or more of these videos into courses to relate course content to jobs and careers. This series is an excellent addition to career libraries and collections in a variety of training and instructional settings.

Good Advice on Careers, Education, and Life

These videos don't ramble. We asked specific questions of people, and their responses are edited for interest and clarity. Workers often emphasize the importance of education and hard work and how they have been able to find a connection between their work and the things they enjoy doing (their interests). Their honest responses clearly support the connection between education and on-the-job success.

NEW Low Price! \$69 each

The GOE Format Allows for Quick Access

The videos cover each of the 12 interest areas in the **Guide for Occupational Exploration (GOE)**. The **GOE** coding system has proven itself over many years and its used widely in career exploration materials. As a result, this video series is cross-referenced to (and can be used with) hundreds of career assessment instruments, books, and computer programs.

Introducing a Cast of Hundreds!

A professional narrator introduces the cluster of jobs in each video and guides viewers through the topics covered in the interviews. But the stars are not actors. We went to work sites across America to interview real people at work in real jobs. This is a big country, and the videos emphasize its enormous opportunities by featuring different locations, accents, and a diverse group of people. Hear their words and see them work as you learn

- ♦ What their jobs are like
- ♦ How they got started in their careers or ended up in their jobs
- ♦ What they like and do not like about their jobs
- ♦ What training, education, and experience they recommend to get started
- ♦ Tips for getting ahead

Individual Videos @ \$69.00 each

Your Career: Series Introduction

J. Michael Farr, job search expert and author of more than 20 books on the subject, explains the importance career exploration plays in people's lives and how it can affect your job search and your life. Also includes interview excerpts from real workers.

Your Career C2-JV2088

Artistic Careers	C2-JV2096
Scientific Careers	C2-JV210X
Careers with Plants & Animals	C2-JV2118
Protective Careers	C2-JV2126
Mechanical Careers 1: Engineers/Design	C2-JV2134
Mechanical Careers 2: Equipment Control/Management	C2-JV2142
Mechanical Careers 3: Construction	
New York Film Festival Award Winner	C2-JV4633
Industrial Careers	C2-JV2150
Business Detail Careers	C2-JV2169
Selling Careers	C2-JV2177
Accommodating Careers	C2-JV2185
Humanitarian Careers	C2-JV2193
Leading & Influencing Careers: Part One	C2-JV2207
Leading & Influencing Careers: Part Two	C2-JV2215
Physical Performing Careers	C2-JV2223

JOB SEARCH VIDEOS

JIST TV Series: The Job Search Channel

Recommended for: HS

Winner!

Two Axiem Finalist Awards

Two Worldfest Houston Silvers

Telly Award

- ◆ Uses a fun, fast-paced, entertaining style
- ◆ Very Good for high-school-aged and first-time job seekers
- ◆ Covers all essential topics use individually or to structure or complement a complete course
- ◆ Based on Mike Farr's proven job search methods

The JIST Television Network is on the Air! This new five video series presents the basics of J. Michael Farr's proven self-directed job search methods. And the JIST TV format appeals to high-school-aged youth the videos are informative, upbeat, fast-paced, AND very entertaining! Popular television programs are spoofed throughout the series. There are even "commercials" to keep things moving.

"Network" show summaries:

Sportopia:

This low-budget sports show can't afford taped footage, so the host discusses job search information when he runs out of sports material - which is most of the time!

Double or Nothing:

When game-show contestants answer job search questions, each correct answer doubles the prize value. The catch: The contestants must keep doubling until they try for the grand prize, which proves quite elusive.

Psychic Employment Network:

A psychic reads palms and uses other devices to discover that people are unhappy in their jobs. She gives job search pointers while charging for the psychic readings.

Nightmare Theater:

A job seeker that never successfully found a job is forced to spend eternity teaching others. Film clips from "classics" like *Resume Chain Saw Massacre* and *Don't Look in the Mirror* illustrate content points in unforgettable ways.

Aunt Pauline's Sixty Seconds:

A wacky TV chef dishes out delectable job search advice.

Important Underlying Message

These videos emphasize that just getting a job is not enough. They provide detailed information on defining satisfying long-term career and life goals. And this series emphasizes that getting the most out of high school and getting additional training and education are often the best ways to achieve this.



JIST TV Series

Length: Five videos, approx. 25 minutes each

Style: Entertaining informational

Key Characters: Culturally diverse

Production Date: 2000

Five Video Series—Save \$150.00

- ◆ **Identify Your Skills**
- ◆ **Organize Your Job Search**
- ◆ **Paper Job Search Tools**
- ◆ **Effective Interviewing Skills**
- ◆ **Job Search Manual**

C2-JV7071 \$495.00

Save \$150!

Individual Videos: \$129.00

Identify Your Skills

A Job Search Essential

Employer surveys show that more than 90% of job seekers can't describe their skills, and many cannot articulate specific job objectives. Yet knowing your skills is important in selecting the right job, crafting resumes, and doing well in interviews—especially for first-time job seekers.

This entertaining video uses cinematic spoofs to present specific activities to identify hundreds of skills-job specific, transferable, and adaptive skills. For example, being reliable, learning quickly, and working hard are very desirable skills from employers' perspectives. But these are often overlooked by job seekers in interviews and in resumes. Basic sources of occupational information are also presented plus ideas that tie jobs - even part-time jobs - to long-term career interests.

C2-JV7098 VHS \$129.00

Organize Your Job Search

The Key to Getting a Good Job Fast

Most job seekers find it very hard to structure their job search effectively!

Use the common sense JIST techniques in this video to make job search a job all by itself. Weekly and monthly calendars, sample daily schedules, and follow-up cards can cut job search time in half.

Viewers learn good tips and techniques to:

- ◆ Organize their time to get more interviews.
- ◆ Develop basic job search schedules.
- ◆ Create written weekly and daily plans.
- ◆ Document all employer contacts.
- ◆ Follow up on all prospects.

C2-JV711X VHS \$129.00

Paper Job Search Tools

From Resume to Applications

Tips are provided on the best ways to use paper job search tools to get interviews.

Viewers learn about an innovative mini-resume, **the JIST Card**, whose efficient 3 x 5 format also guarantees that employers will read it. Resume basics are reviewed with examples that show how to create and use chronological or skill resumes for best results.

There are good tips for completing applications to reduce the chances of being screened out. Examples of cover letters are also presented, and the key step of sending out thank-you letters after interviews and other contacts is stressed.

A main point emphasized here: Paper tools are best used to follow up on direct contacts, not to replace them.

C2-JV7128 VHS \$129.00

Effective Interviewing Skills

Strategies That Get Results

Job seekers learn basics to improve their interview performances dramatically.!

Viewers learn how to make their very best first impression the first five to ten seconds of the job interview are critical.

JIST's three-step approach to answering open-ended *problem* questions is presented - questions like "Are you a good worker?" or "Why do you want to work here?" These questions are often used to screen people out; practice can turn these questions into opportunities to present strengths.

Techniques for closing the interview and follow-up are covered, all in the series framework of entertaining TV spoofs.

C2-JV708X VHS \$129.00

Job Search Methods That Get Results!

Learn the two very best ways to find jobs!

The key to getting jobs is to get interviews, and the key to getting interviews is to make direct contact with people who have hiring authority in organizations and companies that have openings for people like you.

While traditional job search methods are mentioned, the two most effective methods are emphasized. First, networking is presented. This one method accounts for as many as 40% of all job leads.

Second, make direct contact with employers, a method that accounts for another 30% of all job leads.

A third key is the importance of small business—they employ about 60% of the civilian workforce.

C2-JV7101 VHS \$129.00

FREE Instructor's Guide Online

JOB SEARCH VIDEOS



From Pink Slip to Paycheck Video Series

The Road to Reemployment

For: Adults

It's a reality of our economy: Many people lose jobs through no fault of their own. But there is a second, more hopeful reality: Studies show that a high percentage of people who lose jobs this way find better jobs.

Video Series C1-PA022X \$349.00

Five Video Series SAVE \$46.00

Individual Videos \$79.00

Strategy: Planning Your Job Search C2-PA3168 \$79.00

Networking: Connections to Employment C2-PA3172 \$79.00

Writing: Resumes & Cover Letters C2-PA3171 \$79.00

Feeling Positive: Coping With Job Loss C2-PA3169 \$79.00

Interviewing: The Key to Employment C2-PA3170 \$79.00

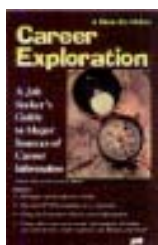
Career Exploration: A Job Seeker's Guide to Major Sources of Career Information Revised Edition

For Adults

Summarizes immense changes in the labor market and their implications for job seekers!

This recently revised video includes revised information on major career print references, and new content covering career information on computers and the Internet! Plus, the latest source of occupational information, the **Occupational Information Network (O*NET)**, is included for the first time.

A big time saver. This all-new edition can save many hours of wasted time using incorrect materials or, even worse, not getting the information needed to make good career decisions. Career counselors, librarians, and other professionals save time by using this video to introduce individuals and groups to major career information sources. The video also discusses the difference between a job and career, and it introduces all major sources of career information. **Introduces major sources of career information with detailed reviews of major career print references.** Librarians say that print resources are still the most direct, most often used sources of career information. Major career references are covered - how they differ and how to use them:



Career Exploration, Revised Edition

Length: 36 minutes, plus 6 minute trailer on the DOT

Style: Informational, entertaining

Key Characters: Caucasian, African-American

Revision Date: 1999

C2-JV5443 VHS \$99.00

Ace the Interview

Get the Job You've Always Wanted

For: HS/Adults

Written by a successful career counselor!

◆ Compares good and not-so-good interview techniques

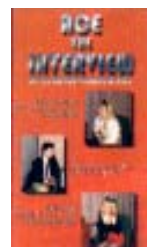
◆ Offers proven tips to help viewers prepare for, and be successful in, an interview

◆ Lists the most frequently asked questions, and helps define the most effective answers

◆ Highlights presentation and style points for viewers to follow

55 minutes, **copyright:** 1996

C2-PV0513



\$109.00

Workforce: Building Success

6 softcover book series * Teacher's Guide

Encourage learners to examine their own strengths and weaknesses and change from within. Bound in answer key. 96 pages.

65171SV	Communication	\$13.50
6521XSV	Customer Service	\$13.50
65198SV	Personal Development	\$13.50
65201SV	Problem Solving	\$13.50
6518XSV	Time Management	\$13.50
65228SV	Writing	\$13.50
65236SV	Teacher's Guide	\$10.10



Down But Not Out

The Inspiring Story of Alphonso Bailey

An inspirational story about self discovery and self redemption, losing one's way, making the wrong choices, finding forgiveness, and going passionately after one's dreams.

Length: 39 minutes

Style: Documentary

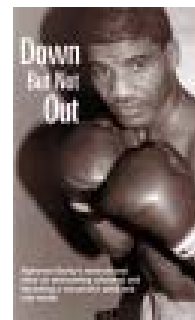
Key Characters: Culturally Diverse

Audience: High school, adults

Production Date: 2003

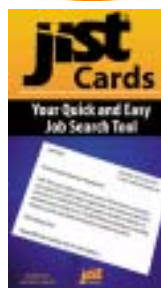
JV9201 Video \$129.00

JD0805 DVD \$129.00



NEW!

NEW!



Jist Cards®:

Your Quick and Easy Job Search Tool

Guides viewers on how to use Jist Cards, mini-resumes that create positive impressions in about 30 seconds. For students, new grads, job seekers, and career changers.

Length: VHS - 21 minutes

DVD Length: extra 10 minutes bonus material

Style: Informational

Audience: High School, College, Adults

Production Date: 2003

JV9651 Video \$149.00

JD0066 DVD \$149.00

JOB SEARCH VIDEOS

Recommended by Video Librarian!

How to Find a Job on the Internet *Why Work Without a "Net"*

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

"" Recently updated!

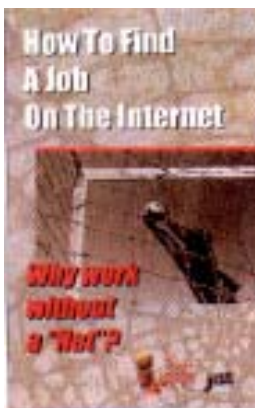
"" Make the Internet a tool in YOUR job search!

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

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

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

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



How to Find a Job on The Internet

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

Style: Humorous, informational

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

Production Date: 1999

C2-JV5982 \$99.00

WINNER!

New York Film Festival

Worldfest

Videographer Awards, Honorable Mention

You DO Have Experience!

Length: 23 minutes

Style: Dramatic

Key Characters: Caucasian, African-American, Hispanic

Production Date: 1999

C2-JV6075 \$149.00



You DO Have Experience

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

Employers emphasize that THE most important aspects of an interview are

1) A candidate must be able to relate their skills and abilities to those the employer seeks, and 2) They *must* be able to offer proof.

But suppose you're up for your first entry-level job, and you've yet to develop the specific skills and experience called for. Is there a way to present existing skills that could get a job offer, *regardless of experience*?

Happily, the answer is YES! Even entry level job seekers possess much more experience that they realize. Part-time and summer jobs, volunteer activities, hobbies, and school-related activities are all sources of *transferable skills* that are sometimes *more* important to employers than job specific experience or training.

Viewers follow four job seekers and learn:

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

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

Build a Network for Work and Life

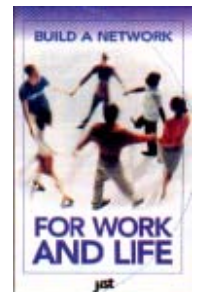
Length: 25 minutes

Style: Informational, entertaining

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

Production Date: 1999

C2-JV6067 VHS \$99.00



Build a Network for Work and Life

Recommended by Video Librarian

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

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

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

- ◆ Viewers learn a definition of "networking," why they should network, and when and how to network effectively
- ◆ Addresses common viewer concerns:

"I don't know anyone"

"I'm not the networking type"

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

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

JOB SEARCH 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***.

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

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 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

JOB SEARCH VIDEOS



Five-part school-to-career video series from JIST! High School-to-Career Video Series

- ◆ Excellent for school-to-career programs!
- ◆ Features real teens and young adults!

Volunteer Activities Count!

How to Use ALL Your Life Experience to Get the Job You Want

This excellent new video from JIST shows young people how activities in and outside of school can greatly enhance writing resumes and answering questions in interviews.

And sometimes these activities provide valuable pre-work experience for careers and jobs that young people have targeted!

Lots of interviews with young people who elaborate on the volunteer jobs they've had and their ups and downs. Solid content presented with good pacing and upbeat music to appeal to younger audiences. Emphasizes the importance of completing school and continuing post-secondary training.

24 minutes, copyright: 1998

C2-JV5311 VHS \$129.00

C2-JD0570 DVD \$129.00

Winner!

Worldfest,

Flagstaff Silver Award

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

There are lots of reasons for taking part-time or summer jobs. Some teens and young adults take part-time jobs so they can buy the things they want. Others help with family living expenses or save for education.

This new video shows that there is much more to be gained from part-time and summer jobs than just paychecks. Virtually all work experiences has value beyond the monetary rewards.

Features Real Teens and Young Adults

A young narrator leads interviews with young people who hold, or have held, part-time and summer jobs. They discuss what they like, dislike, and learned from these jobs and give advice for those who follow. Even employers who hire young people provide comments. They all emphasize that these jobs can and should accomplish more than just earning money.

25 minutes, copyright: 1998

C2-JV4870 VHS \$129.00

C2-JD0597 DVD \$129.00

Hands-On Learning

Earn While Learning in Internships, Apprenticeships, and Cooperative Education

Sometimes the best way to learn is by doing!

If you play word association with young people, most will associate the word "learning" with the word "school." But in the world of work, there are other ways to learn job skills. And some alternatives even come with paychecks!

Hands on Learning explains several nontraditional learning programs offered for graduation credit at many high schools, community colleges, and four-year universities. For example, young people may not know that some occupations can be interned ONLY through apprenticeship training programs. And the work experience and references gained through these programs are real advantages for resume writing and interviews.

25 minutes, copyright: 1999

C2-JV529X VHS \$129.00

C2-JD0600 DVD \$129.00

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 understand the basics of owning and running a business.

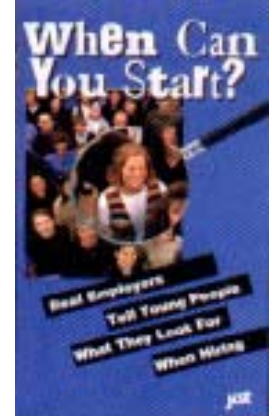
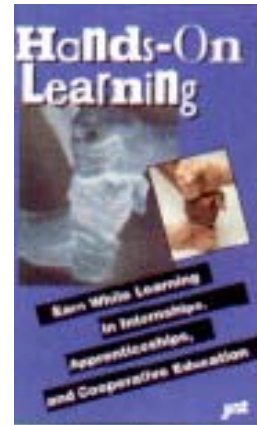
Includes Interviews With Teens

Teens share their ideas, hopes, and fears as they elaborate on what they encountered while working toward self-employment.

17 minutes, copyright: 1999

C2-JV532X VHS \$129.00

C2-JD0589 DVD \$129.00



When Can You Start?

Real Employers Tell Young People What They Look for When Hiring

Young people often have little or no direct knowledge of what employers look for when they consider candidates for job openings. And many young people think they have no skills. But they do not understand that employers are very interested in "adaptive" skills - things like being on time and taking initiative.

Solid content presented with good pacing and upbeat music to appeal to younger audiences. Excellent for teaching pre-employment skills. Plus, the video emphasizes the importance of completing school and continuing post-secondary training - excellent for school-to-work programs.

20 minutes, copyright: 1998

C2-JV5303 VHS \$129.00

C2-JD0562 DVD \$129.00

High-School-to-Career Video Series

Length: Five videos, 20-40 minutes each

Style: Informational

Key Characters: Culturally diverse

Production Date: 1999

C2-JV5648 VHS \$545.00

C2-JD0554 DVD \$545.00

Five-Video Series - Save \$100.00!

JOB SEARCH VIDEOS



NEW!

Make a Good First Impression Video

NEW!

For: HS-Adult

It's a FACT: To get job offers, job seekers must make a good impression during an interview, no matter what their qualifications are.

JIST presents this brand-new video to help job seekers successfully convey their positive traits to prospective employers during interviews. It's clever story line focuses on:

- ♦ Appropriate responses to questions ♦ Enthusiasm
- ♦ Maturity ♦ Confidence ♦ Emotional Stability
- ♦ Appropriate Appearance ♦ Intelligence ♦ Work experience ♦ Language fluency/verbal skills ♦ Potential for advancement ♦ Initiative ♦ Controlled energy
- ♦ Body Language ♦ Clear career goals ♦ Good grades
- ♦ Outside activities

Make a Good First Impression Video

Length: 25 minutes, copyright: 2003, Style: humorous, light, culturally diverse.

JV9104
JD066X

VHS
DVD

\$129.00
\$129.00



"Off The Hook"

Workplace Fashions for All Ages, Shapes and Sizes

Interest Level: High School-Adult

"Off The Hook" reveals the fundamental how to's for developing and sustaining a wardrobe regardless of your age, shape, size, and budget. This unique video/DVD set is **for females only**.

Hosted by two full-figured models who also happen to be human services professionals, "Off The Hook": Workplace Fashion Secrets for All Ages, Shapes and Sizes, gives teens and women the insider's view on how to manage their closet and make the right clothing choices based on their lifestyle, budget, and body shape to maximize their wardrobe and their shopping dollar.

In today's competitive job market, developing a wardrobe and personal image strategy is a must. "Appearance matters," said Donald Trump during a recent appearance on the Today show. Personal and professional image are reemerging as critical issues for the workforce. The current, female-oriented "makeover craze," very popular among reality and TV talk shows today, slices and dices a female's image, remakes her into Queen for a Day, but then rarely gives her the inside scoop on how to sustain and/or change that image.

2 VHS Cassettes, Volume 1: 45 minutes, Volume 2: 58 minutes

Format: VHS or DVD, Style: Informational, **Copyright:** 2005

JV1283 **VHS - 2 video set** **\$149.00**
JD1281 **DVD** **\$149.00**

Interview With Confidence!

Special Techniques for Professionals and Managers

For Adult

- ♦ Details the more sophisticated interview process for experienced managers
- ♦ Straight-ahead presentation avoids exaggerations and misguided attempts at humor
- ♦ Bonus topics: how to determine corporate culture, salary negotiation, and more

Interview with Confidence! is directed at experienced managers looking to secure positions with new companies. The video spotlights the very different type of job interview that experienced managers must undergo. A good mix of narration and role-playing.

Interview with Confidence! treats the interview as a serious business meeting. A host concisely explains the objective of this well-organized program. Before and after scenes are convincingly portrayed by an interviewer and a job seeker. Solid advice about the complete interview process is provided. Adult viewers will find this to be an insightful look at the environment in which experienced managers must succeed when they interview for new jobs.

Length: 32 minutes

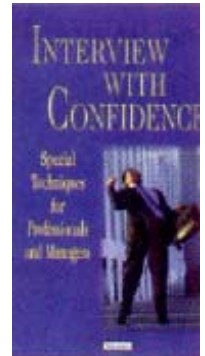
Style: Documentary, Informational

Key Characters: Caucasian male and female

Production Date: 1999

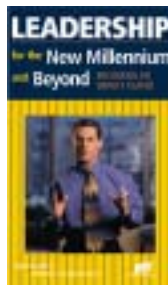
C2-PV0904 **VHS**

\$99.00



NEW!

Leadership for the New Millennium and Beyond Becoming an Impact Player



Interest Level: High School-Adult

Denny Faurote, President of the Faurote Group, is an energetic motivator and experienced educator dedicated to making a difference in the lives of others. His creed is to help others succeed in the challenges of life by helping change the ordinary into the extraordinary.

In our ever-changing world, leadership is more important today than ever before. All of us must commit to ensuring that students understand the skills necessary in becoming a leader. Leadership For The New Millennium And Beyond: Becoming An Impact Player was created with that thought in mind. The program is targeted to students and centers down on what is required to be successful in life.

Three 30-minute modules help viewers understand the skills they need to become leaders:

Module I Self-Esteem: Developing A Positive Self Image begins a process that requires self-reflection by highlighting why we must have a positive self-image.

Module II Legacy And Goals: A Lifeprint To Living discusses the importance of Lifevalues, Liferoles, and Goals and how they help guide us in making everyday decisions.

Module III Attitude: Embracing A Positive Attitude helps the participant understand the impact that both a positive and a negative attitude has on them, as well as those around them, and how they can improve their attitude.

Length: 90 minutes divided into three 30 minute segments

Format: VHS or DVD, Style: Informational, **Copyright:** 2005

JV1445 VHS **\$149.00**
JD1453 DVD **\$149.00**

JOB SEARCH SOFTWARE

NEW!

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



CareerOINK on CD

Format: CD-ROM installs for Windows 95 or newer

System Requirements:

PC that runs Windows 95 or newer.

Recommended 8x CD-ROM or faster

Production Date: 2002

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



CareerOINK on CD

Quick Information on 14,000 Job Titles!

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

The most thorough career information program available!

Yes, **CareerOINK** is a funny name - it stands for Career Information Kingdom - and it replaces our older program, *JIST's Electronic O*NET Dictionary of Occupational Titles CD-ROM*.

Extensive Crosswalks and Search Ability

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

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

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

Multiple Print Options - Print/Copy

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

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

CareerOINK includes all major career information sources:

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

CareerOINK can be used to

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

PLUS, even more!

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

Books and Videos related to Career OINK on CD

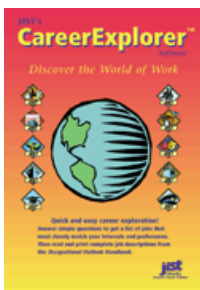
Books

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

Videos

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

JOB SEARCH SOFTWARE



CareerExplorer CD-ROM, V.3.0

For: HS-Adult

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

Wouldn't it be great if a simple interest inventory could point directly at the best career information? We thought so much of the idea that we produced a new CD-ROM that combines the power of two excellent career information resources, the **Occupational Outlook Handbook (OOH)** and the **Guide for Occupational Exploration**. In about 30 minutes, users can indicate their interests and get a list of the best 20 occupational matches. Then they can access these occupations in the **OOH** and read about

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



How CareerExplorer Works

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

Responses Can Be Saved at Any Time

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

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

Professional Edition

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

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

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

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

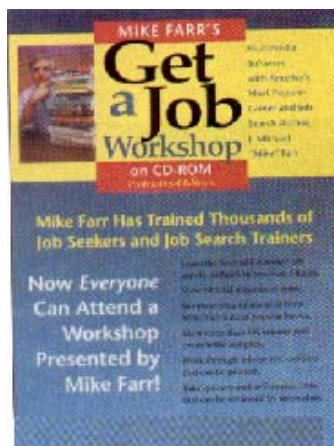
Now you can attend one of his workshops, too! America's premier career and job search author has a terrific new multimedia computer program: **Mike Farr's Get a Job Workshop on CD-ROM**.

Features

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

Eight Program Components

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



4. Resumes, Cover Letters, and the JIST Card. Includes 100 sample resumes and cover letters.

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

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

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

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

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

Audience: Grades 11+

Format: CD-ROM install for Windows 3.1

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

Production Date: 1999

CD-ROM

C2-JS2053 \$295.00

Lab Pack 10 CD-Roms

C2-JS052 \$600.00

CD-Rom Site License

C2-JS060 \$995.00

Displays List of 20 Best Matches

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

Print Options

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

CareerExplorer CD-ROM, V.3.0

Audience: HS-Adult

Format: CD-ROM installs for Windows

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

Production Date: 2004

CD-ROM 3.0 C2-JS0252 \$295.00

Lab Pack (10) C2-JS0260 \$600.00

Site License C2-JS0279 \$995.00

JOB SEARCH SOFTWARE

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

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



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

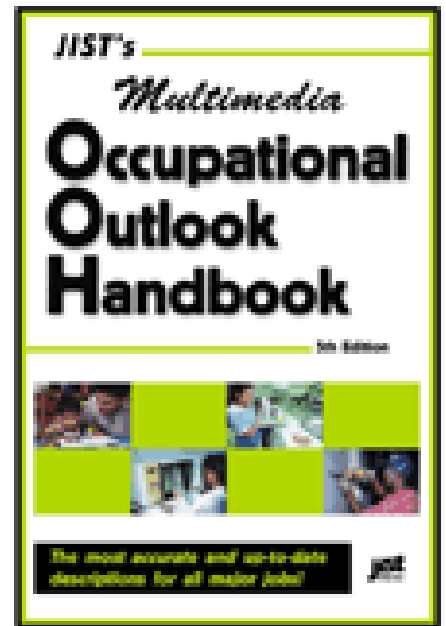
SECOND: Add a powerful electronic search engine with a friendly graphic interface.

THIRD: Enhance the text with new video clips.

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

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

- ◆ More than a dozen lists of the "top" jobs - fastest growing, highest paying, best for first-time job seekers, etc.
- ◆ Greatly improved custom search features allow users to search
 - ◆ By job title
 - ◆ By job occupational cluster
 - ◆ By educational requirements
 - ◆ By salary level
 - ◆ By growth potential
 - ◆ Much more!
- ◆ Updated content from the *Occupational Outlook Handbook Fifth Edition*
- ◆ Provides detailed descriptions for more than 260 jobs in ten occupational clusters
- ◆ Features 40 video clips with full -color photos and sound
- ◆ Single user, lab pack, site license versions ready to run with Windows 3.1 or higher.



JIST's Multimedia Occupational Outlook Handbook, Fifth Edition

Audience: Grades 7+

Format: CD-ROM installs for Windows

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

Production Date: 2003

PC/CD-ROM

C2-JS9120 \$99.00

Lab Pack (10 CD-ROMs)

C2-JS9139 \$199.00

CD-ROM Site License

C2-JS9147 \$495.00

Related Products:

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

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	\$184.00
Save more than \$20!		



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!

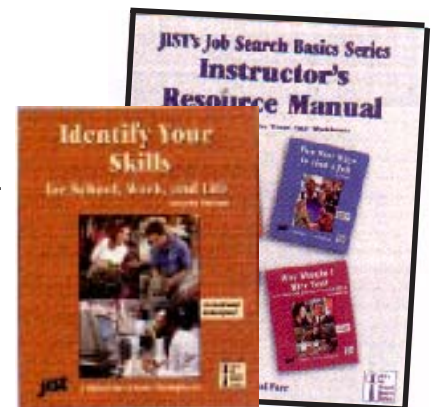


Instant Skills Identification Package

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!

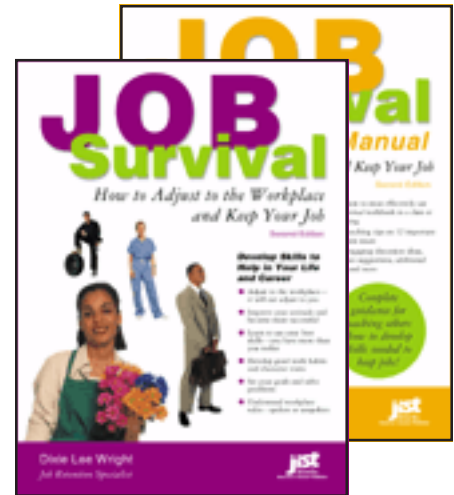


PRODUCT PACKAGES

Instant 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.

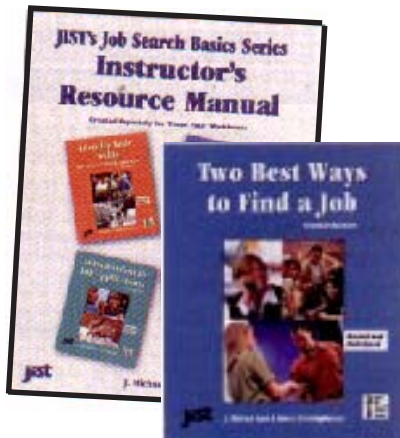
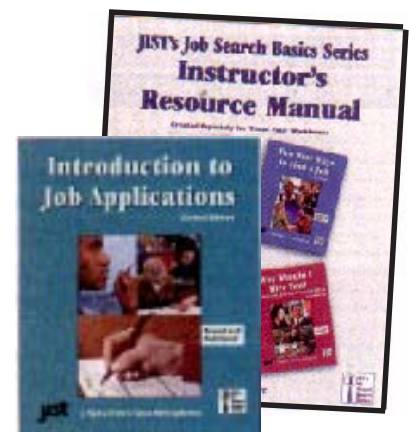
JA8655	The World of Work and You (3 pkgs of 10)	\$74.85
JA889	Exploring Careers, three copies	\$89.85
J9643	Exploring Careers Activities (3pkgs of 10)	\$59.85
J6261	Exploring Careers Instructor's Guide	\$14.95
CC-PKG56	Exploring Careers System Package	\$215.50
	Save more than \$24	



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!	

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.**

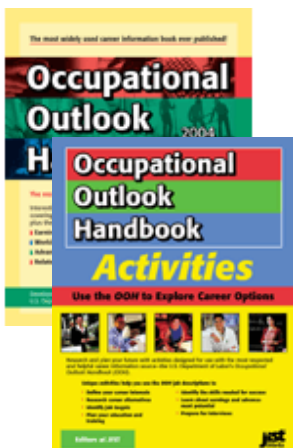
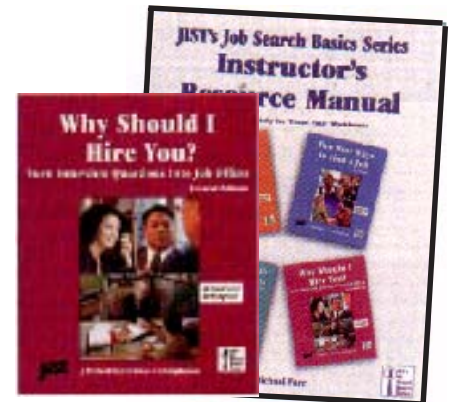
J9058	Young Person's Occupational Outlook Handbook YPOOH (5)	\$19.95
J9767	YPOOH Activity Package (25) (2 Packages)	\$24.95
CC-PKG31	Instant Career Awareness Program	\$134.65
	Save \$15	



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	

PRODUCT PACKAGES

Instant Career Planning & Job Search Program

Package 1

For Workshops and Short Programs

Package Contents: 25 copies of **The Quick Job Search**, 1 package (25 Copies) of **The Pocket Book of Job Search Data & Tips**, one **Getting Instructor's Guide**, one **Getting Instructional Transparencies Set**. **The Quick Job Search** is packed with useful information.

J8361	The Quick Job Search (2 packs of 10)	\$27.95
J7608	Pocket Book of Job Search Data (Package of 25)	\$29.95
J8205	Getting Instructor's Guide (1)	\$14.95
J8183	Getting Instructional Transparencies (pack of 64)	\$69.95
CC-PKG39	Instant Career Planning Package 1 Save \$20	\$150.75



Instant Career Planning & Job Search Program

Package 2

For Workshops and Short Programs

Package Contents: 25 copies of **Seven Steps to Getting a Job Fast**, 1 package (25 Copies) of **The Pocket Book of Job Search Data & Tips**, one **Getting Instructor's Guide**, one **Getting Instructional Transparencies Set**. **Seven Steps to Getting a Job Fast** is a brief and inexpensive book that covers all the essential topics needed in a workshop or brief program.

J8884	Seven Steps to Getting a Job Fast (25)	\$8.95
J7608	Pocket Book of Job Search Data (Package of 25)	\$29.95
J8205	Getting Instructor's Guide (1)	\$14.95
J8183	Getting Instructional Transparencies (pack of 64)	\$69.95
CC-PKG38	Instant Career Planning Package 1 Save \$35	\$303.6

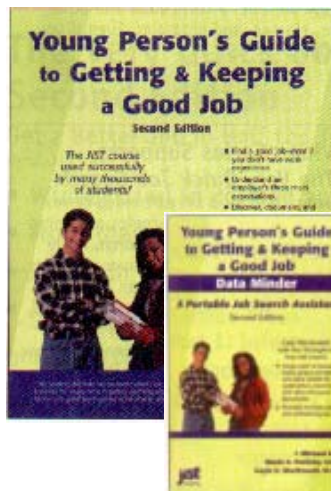


Instant Career Preparation and Job Search

Course or Program - Job Smarts

Package Contents: 25 copies of **Job Smarts** student Workbook, one **Job Smarts Instructor's Manual**. **Job Smarts: 12 Steps to Job Success** workbook for students with learning and other disabilities covers basic job retention skills. **Note:** Order additional student workbooks at a discount price of \$8.96 each when you order the package. Formerly titled: **Know-How is the Key**.

J0287	Job Smarts: 12 Steps to Job Success (25)	\$9.95
J0295	Job Smarts Instructor's Manual (1)	\$24.95
CC-PKG40	Instant Career Package Job Smarts Save \$30!	\$243.70



Instant Job Search and Job Retention Course Package for School-To-Work, Tech Ed, Co-op, and other programs - Young Person's Guide to Getting & Keeping a Good Job

Package Contents: 25 copies of **Young Person's Guide** workbook, one **YP Instructor's Guide**, one copy of **YP Transparencies**. One copy of the **Data Minder** is included with each copy of the student workbook. Workbook has a good design, carefully written text, lots of interactive activities, and years of development which make this the best job search course workbook ever for high school students. **Note:** Order additional student workbooks at a discount price of \$8.96 each when you order the package.

J5559	Young Person's Guide to Getting a Good Job (25)	\$9.95
J6334	Young Person's Instructor's Guide (1)	\$19.95
J594X	Young Person Transparencies (1 pkg of 60)	\$69.95
CC-PKG35	Instant Job Search and Job Retention Package Save \$30	\$308.65

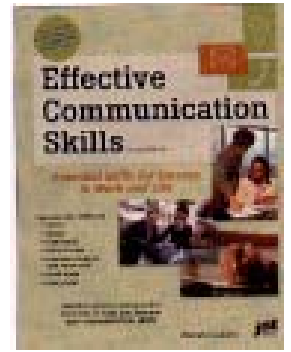
PRODUCT PACKAGES

Instant Program Package - On-The-Job Communication Skills

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

Package contents: 25 copies of **Effective Communication Skills** workbook, and one **Effective Communication Skills Instructor's Guide**. Workbook teaches techniques to more effectively speak, write, listen and share ideas on the job. **Note:** Order additional student workbooks at a discount price of \$8.06 each when you order the package.

J8523	Effective Communication Skills (25)		\$8.95
J8531	Instructor's Guide (1)		\$12.95
CC-PKG47	Instant Program Pack - Effective Comm Skills	Save \$20!	\$216.70



Instant Program Package - Job Survival and Retention - Job Savvy

Package Contents: 25 copies of **Job Savvy** Workbook, one **Job Savvy Instructor's Guide**, one **Job Savvy Overhead Transparencies**. Workbook covers all major job survival and success topics - and it won an award as one of the top three career books of the year! **Note:** Order additional student workbooks at a discount price of \$11.66 each when you order the package.

J8965	Job Savvy Student Workbook (25)		\$12.95
J8981	Job Savvy Instructor's Guide (1)		\$24.95
J899X	Job Savvy Transparencies (package of 61)		\$69.95
CC-PKG46	Job Savvy Instant Career Package		\$376.65
		Save \$42	



O*Net Career Reference Package

JIST now publishes the widest, deepest array of products based on the latest release of the Occupational Information Network (O*Net). Career sections of libraries, placement offices, job search programs, and career collections should include these books. Order the set and save \$20.00 over individual purchase. **Package contents:** One copy of each of the following books:

J9627	O*Net Dictionary of Occupational Titles		\$39.95
J8841	Enhanced Occupational Outlook Handbook		\$37.95
J6369	Guide for Occupational Exploration		\$39.95
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
J8345	Quick Guide to College Majors and Careers		\$16.95
J9813	Quick Guide to Career Training in Two Years or Less		\$16.95
CC-PKG55	One Copy of each reference book above	Save \$20!	\$185.60



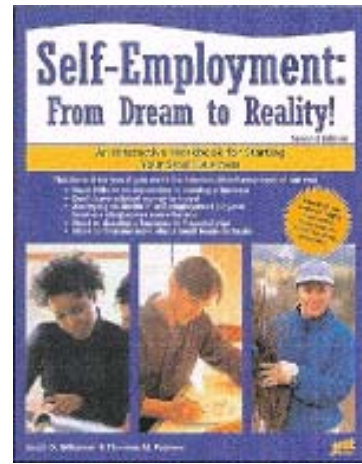
PRODUCT PACKAGES

Instant Self-Employment/ "Microenterprise" Program Package

Package Contents: 25 copies of **Self-Employment: From Dream to Reality!**, and one **Instructor's Guide**. Yes, some people without money can and should consider self-employment and small business opportunities. Use these materials as the basis for an "entrepreneurship" program to enhance economic self-sufficiency for groups normally overlooked for this potential.

Note: Order additional student workbooks at a discount price of \$15.26 each when you order the package.

J9228	Self-Employment: From Dream to Reality (25)	\$16.95
J9236	Instructor's Guide (1)	\$14.95
CC-PKG52	Self Employment Package	Save \$40 \$398.50



Instant Welfare-To-Work Program Package

Package Contents: 25 copies of **Job Seeker's Workbook**, one package (25 copies) of **The Pocket Book of Job Search & Data Tips**, one copy of **Welfare to Work video series** (includes the following videos: **Getting Started, Your Job is Out There, Making a Good Impression**, and **Success That Lasts**). Many of our materials are used in programs that serve special populations, and here are some that were designed specifically for these groups. Video series with supporting workbook motivates and gives practical advice on job search, interview skills, and job retention and success.

J8337	Job Seeker's Workbook (25)	\$6.95
J7608	Pocket Book of Job Search Data (one pack of 25)	\$29.95
JV6784	Welfare to Work video series (set of 4)	\$495
CC-PKG54	Welfare-to-Work Program Package	Save \$50 \$648.70



Instant Job Search/Life Skills Package - Your Promising Future

Package Contents: 25 copies of **Your Promising Future** student workbook and one **Teacher's Guide**. This workbook is targeted to at-risk students. Twenty-five classroom session introduce concepts students must understand before entering the workforce. **Note:** Order additional student workbooks at a discount price of \$11.96 each when you order the package.

J0112	Your Promising Future (25)	\$12.95
J0120	Instructor's Guide (1)	\$24.95
CC-PKG56	Your Promising Future Package	\$313.70
	Save \$35	

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.

CASWELL & CASWELL ORDER FORM

To order by phone
Call 1-800-757-7668
Fax: 248-646-4359



william.caswell@sbcglobal.net

Ship To:

Name: _____

Institution: _____

Department: _____

St. Address: _____

City/State/Zip: _____

Telephone:_(____)_____

E-Mail Address _____

Bill To: (if different)

Name: _____

Institution: _____

Department: _____

St. Address: _____

City/State/Zip: _____

Telephone:_(____)_____

Fax:_(____)_____

Payment Method: (Check One)

☐ Payment Enclosed

☐ Bill my Institution

P.O.# _____

Shipping & Handling Charges:

10% of total purchase

\$4.50 minimum S&H Charge

\$5.25 minimum Residential S&H Charge

Date		All orders are shipped net 30 days. Returns must have written authorization from us.		
ITEM#	QTY	PRODUCT DESCRIPTION	\$ EACH	\$ TOT. COST

CASWELL & CASWELL
3571 Newgate, Troy, MI 48084
www.teachersmarketplace.com

Subtotal

Sales Tax

Shipping

TOTAL

☐ Yes! I would like to join your mailing list!