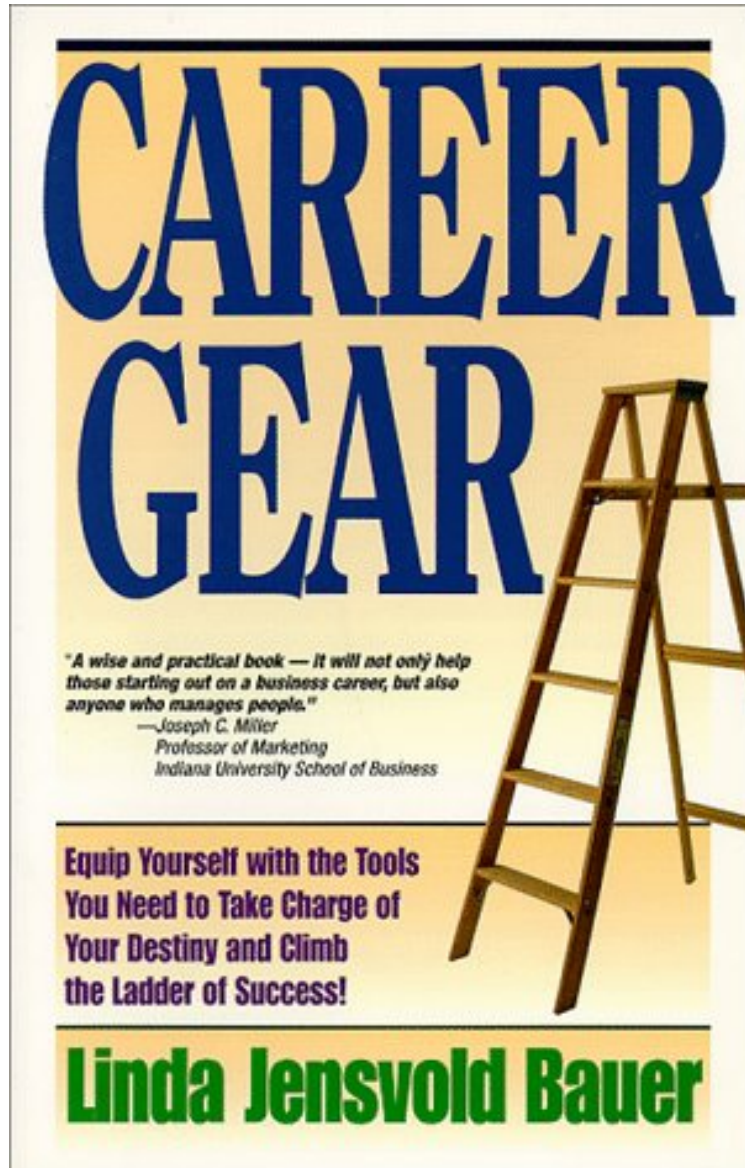


Career Gear

Linda Jensvold Bauer

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.35 x 5.36 x 8.28l, #File Name: 188615807X122 pages | File size: 35.Mb

Linda Jensvold Bauer : Career Gear before purchasing it in order to gage whether or not it would be worth my time, and all praised Career Gear:

As a business woman and motivational speaker I was encouraged by many to put into writing, one of my presentations

that was aimed at business students about to graduate from college. This quick read book gets down to brass tacks and focuses on taking charge of your destiny and building a successful career by paying attention to the basics and to the details. The message emphasizes the importance of taking the responsibility of building a career as well as enhancing one's professional reputation.

"A straightforward approach to managing people and a valuable guide for anyone starting a career in management." -- Michael W. Rollens, President and Chief Executive Officer, NBC Direct
"Linda Jensvold Bauer has done an excellent job of preparing a simple, easy-to-read book directed to the entry-level professional manager. Her advice is solid and it is delivered in an easy-to-take format instead of company doctrine. Her generous use of motivational checklists gives each reader some "take-home" value. This book on career management contains 122 pages of career sense wisdom that is packaged in a way that keeps interest levels high. That wisdom concludes that "people management" not just technology and intellect, is the real discriminator in career success." -- C Randall Powell, Ph.D., Assistant Dean and Director of Placement, Indiana University School of Business
"Must reading for all college students!" -- Peter B. Ridder, President and Publisher, St. Paul Pioneer Press
"Tremendous, full of insightful and profoundly practical ideas to guarantee--yes, guarantee--your success in your business career. The power of this book is that it contains all the timeless tools for not only being a winner, but also how to enjoy yourself along the way. Put this book on your must-read list." -- Steve Fox, Publisher, Minnesota Monthly
About the Author
Linda Jensvold Bauer has spent her 26 year career with some of the nation's largest retail corporations. She was a Department Store General Manager for Dayton Hudson, Dillard's and Federated Department Stores. In 1992 Linda was selected as the Vice President/General Manager to open the new Bloomingdale's store at Mall of America in Minnesota. In 1997 Linda was named the Senior Vice President of Marketing and Merchandising when she joined Regency Realty Corporation, the nation's largest developer, owner and manager of grocer anchored neighborhood retail centers.