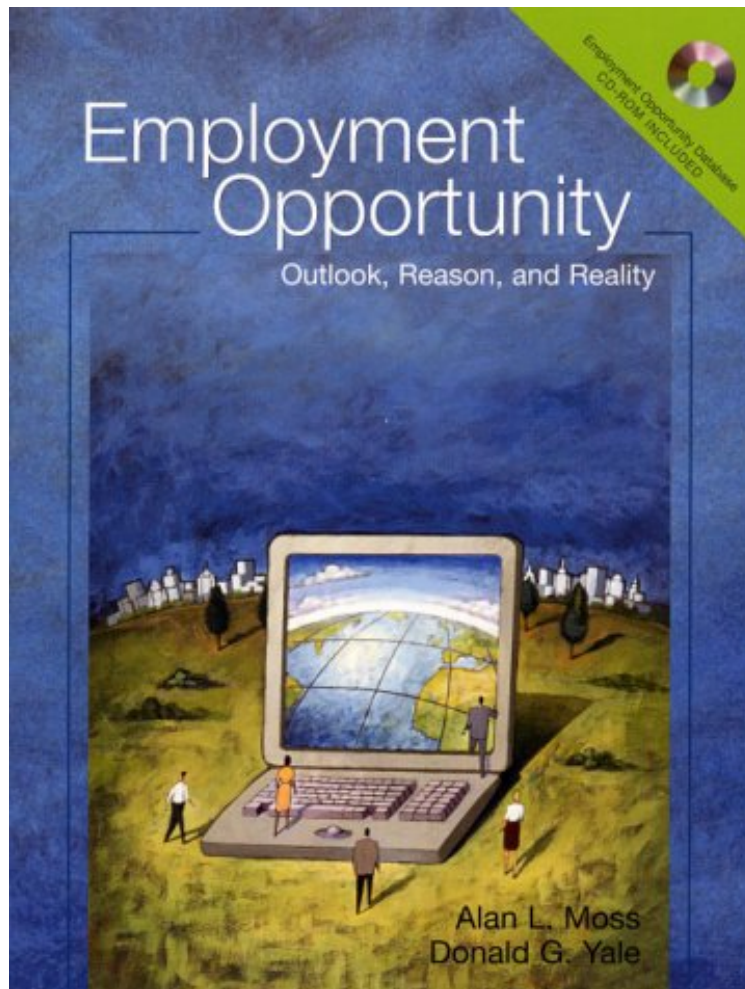


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Employment Opportunity: Outlook, Reason, and Reality

Alan L. Moss, Donald G. Yale, Alan Moss, Donald Yale
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employ workers in my occupation, and the websites provided me with tons of information that I hadn't known existed. I got names, addresses, and phone numbers of employers in the industry for the areas where I want to live and work. This is a great job search tool!

Designed for undergraduate courses in Career Preparation, or graduate-level Guidance Counseling courses aimed at those preparing for a career in career/guidance counseling. *The Book/CD package is a comprehensive and innovative means to improve career decisions, job search, and employment. This integrated package provides understanding of the labor market, describes social and psychological forces in career decision-making, and provides dynamic tools for selecting a lifetime career and finding a position in chosen fields. Employment Opportunity (EO) addresses the challenge of career decisions, planning, and job search in a thorough manner with an emphasis on easy-to-understand labor market information. *By covering both economic and social/psychological concepts, EO provides the reader with a unique picture of how decisions are made and met by the realities of the labor market. While guidance and economic keys assist in selecting occupations that meet individual needs and economic standards, chapters on career investments and income reveal occupational requirements and rewards. Once decisions are made, the focus turns to dealing with employers and final planning steps.

"This book is one of the best "how-to" career development textbooks I have read, or used in class. Rarely does one find a text on this subject where the authors and publisher have the courage and foresight to take a pragmatic approach to the economic aspects of employment in America. This is a refreshing and pedagogically sound manner of dealing with this academic subject." - Patrick Shutz - Mesa State College "The book's strength is its vastly different approach. It is data-dense. Most career texts only refer to such material. I've been in the career counseling field for seventeen years and never seen a text with this approach." - Susan Ekberg - Webster University

From the Back Cover

Employment Opportunity is really more than just a textbook - it is a SYSTEM. The system, combining the unique resources of a text, CD-ROM Database, and Internet News Service, provides tools that will shape and advance careers. By supplying individuals with actual labor market data, Employment Opportunity helps direct their journey toward the career that best suits their personal and financial goals.

FIRST...the Employment Opportunity Text. The text provides guidance in self-exploration, personal interest inventories, a family genogram, and other pedagogical tools to help individuals identify their goals.

SECOND...the Employment Opportunity Database CD-ROM. This tremendous tool is integrated throughout the text in end of chapter applications. It enables individuals to determine the occupations of interest with the most favorable labor market characteristics, such as employment, projected growth, and income. It also identifies those industries and geographic areas with the highest concentration of employment opportunities in a given occupation. Linked to America's Career InfoNet, it opens the door to information on 10.5 million employers, complete with names, addresses, and telephone numbers of those most likely to be hiring in a chosen occupation.

THIRD...the Employment Opportunity News Service. Found on the Prentice Hall website www.prenhall.com/success/Moss, this service provides updates on labor market conditions, job search tools, and global developments that impact career success. This information is provided through a series of articles that keeps readers current on issues pertinent to today's jobseekers. This is a complete 3-part process to assist anyone interested in locating the perfect job, ultimately shooting for the perfect careers.