



Career Directions: New Paths to Your Ideal Career, 7th edition

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NEW to this edition: Case Studies
NEW to this edition: Real Life Stories
NEW to this edition: Progress Check questions in each chapter
UPDATED Chapter Summaries throughout

Chapter-by-Chapter Changes

CHAPTER 1: CONNECTING TO TODAY'S WORKPLACE

TRENDS AFFECTING YOU IN THE WORKPLACE

- Social Media
- Digital Job Search
- Public Image and Your Reputation
- Job Search Documents
- Specific Skills
- Quality, Not Quantity
- Face-to-Face Connections
- Jobs and the Economy
- Employment Rates
- Underemployment
- "Rusty" Job Search Skills
- Transition Opportunities
- Technology

CHAPTER 2: SELF-ASSESSMENT

- NEW REAL LIFE STORY: Steve Jobs
- The Myers-Briggs Temperament Indicator (MBTI)
- List of Transferable/Functional Skills and Technical Skills

CHAPTER 3: GOAL SETTING AND CAREER DECISION MAKING

- Types of Goals
- Inspirational Goals
- Planning Goals
- Milestone Goals
- Bridge Goals (expanded discussion of SMART Goals)

CHAPTER 4: PERSONAL DEVELOPMENT

- Communicate Your Message
- Professional Online Communication
- Effective Online Messages (E-mails, Texts, and Tweets)
- Visual Communication Skills
- Career Portfolio Preview
- Career Portfolio Entry Examples
- CAREER PORTFOLIO ENTRY ACTIVITY: Demonstrate Communication Skills
- Expanded discussion of business dress for women and men and business casual dress

CHAPTER 5: CAREER AND JOB

RESEARCH TOOLS

- INDUSTRY CAREER TRENDS
 - High-Growth Careers
 - Fast-Growing Industries by Percentage of Change through 2020
 - Steady-Growth Careers
- INDUSTRY, COMPANY, AND JOB RESEARCH
 - Your Research Toolkit
 - Activity 5.3 Industry Research
 - Activity 5.4 Company Research
 - Activity 5.5 Researching Job Information and Leads
- INFORMATIONAL INTERVIEWS
- JOB SEARCH ENGINES
 - Advanced Search Feature
- KEYWORDS IN JOB DESCRIPTIONS

CHAPTER 6: YOUR CAREER PORTFOLIO

- Building Career Portfolio Entries
- CAREER PORTFOLIO ENTRY ACTIVITIES BY CHAPTER
 - Types of Career Portfolio Entries by Chapter
 - Amanda's Career Portfolio
 - Derek's Digital Career Portfolio

CHAPTER 7: SOCIAL MEDIA PROFILES

- CASE STUDY: Reputation Matters
- PROFESSIONAL ONLINE IDENTITY AND BRAND

- Your Professional Brand
- How a Brand Communicates Value
- How Employers View Your Brand
- PROFESSIONAL USE OF SOCIAL MEDIA PROFILES
 - Facebook and LinkedIn
 - Student LinkedIn Profiles
 - Quality, relevant and consistent content
 - Consistent Use of URL's
 - Social Media Metrics
 - Activity 7.1 Learn about Social Media Metrics
 - Social Media Do's and Don'ts
- KEYWORDS
 - Keyword Categories
 - Job-related keywords
 - Keyword Categories and Examples:
 - Academic Keywords
 - Industry Keywords
 - Company Keywords
 - Position Keywords
 - Diverse Experience Keywords
 - Activity 7.2 Build and Rank Your List of Keywords
 - Real Life Stories: Sean and Lori—Handling Unemployment
 - Status in Social Media Profiles
 - Measure Your Progress and Strengthen Your Social
 - Media Profile
 - Social Media Profile Rubric
 - Activity 7.3 Strengthen Your Social Media
 - Profiles

CHAPTER 8: CAREER NETWORKING

- CAREER PORTFOLIO ENTRY ACTIVITY 8.1 CREATE YOUR MINI-MESSAGE AND CAREER NETWORKING CARD
 - Your Career Networking Message
 - Mini-Messages
 - Career Networking Card
- ONLINE CAREER NETWORKING
 - Virtual Introductions
 - Virtual Handshake
 - E-mail, Texts, and Tweets
 - Mobile Phone Career Networking Tools
 - LinkedIn and Facebook Career Networking Tools
 - LinkedIn Career Networking Tools
 - Facebook Career Networking Tools
 - Virtual Career Fairs

CHAPTER 9: INTERNSHIPS AND CO-OP PROGRAMS

- SAMPLE INTERNSHIP PROJECT—BRITTANY SMITH
- CAREER PORTFOLIO ENTRY ACTIVITY 9.5
- INTERNSHIP AND CO-OP WORK SAMPLES AND ACCOMPLISHMENTS

CHAPTER 10: RESUMES AND JOB APPLICATIONS

- TODAY'S TRADITIONAL RESUME

- Multiple Versions
- Keywords and Power Words
- Core Resume Sections
- Custom or Optional Resume Sections
- Activity 10.1 Draft Sections of Your Resume
- RESUME FORMATS
 - Sample Chronological Resumes
 - Sample Functional Resumes
 - Format Quality
 - Print Resume Quality Image
 - Edit-Ready, PDF, and Plain-Text Resumes
 - Edit-Ready and PDF versions
- CAREER PORTFOLIO ENTRY ACTIVITY 10.2 WRITING YOUR RESUME
- ACTIVITY 10.3 Prepare a Plain-Text Resume
- VISUAL RESUMES
 - Video Resumes
 - Web Resumes
 - Social Resumes
 - Infographic Resumes
 - Guidelines for Using a Visual Resume
- JOB APPLICATIONS
 - Know Your Game Plan
 - Anticipate Questions and Plan Answers
 - Identification Questions
 - Background Questions
 - Job Qualification Questions
 - Targeted Questions—Starbucks Example
 - Quality Document
 - New Sample Job Application

CHAPTER 11: LETTERS

- UPDATED LETTERS
- NEW COVERAGE OF E-MAIL CHAPTER 12: SUCCESSFUL INTERVIEWS
- TYPES OF JOB INTERVIEWS
 - Structured Face-to-Face Interviews
 - Web-Based Interviews
 - Video Interviews
 - Social Interviews
 - Internal Interviews
- PREPARING FOR A JOB INTERVIEW
 - Interview checklist
 - Logistics
 - A Winning Attitude
- MANAGE THE INTERVIEW
- FIVE STAGES OF AN INTERVIEW
 - The Opening
 - The Icebreaker
 - Opening Questions
 - Answering Questions
 - Shining Moments
 - Stumbles and Recovery

- Asking Questions

CHAPTER 12: CAREER PORTFOLIO

- QUESTIONS TO ASK ON AN INTERVIEW
 - Telling Observations
 - The Closing
 - Closing Questions
 - Thank-You
 - Regroup
 - Follow-Up Steps
 - Send, Read, Initiate
 - Saying Thank-You
 - Evaluating Job Offers
 - Six Key Factors
 - Practical Considerations
 - Salary Negotiations
 - Dos and Don'ts of Salary Negotiation
 - Your Decision
 - Communicating Your Decision

CHAPTER 13: GROWING YOUR CAREER RESILIENCE

Transferable skills

- Planning Skills
- Time Management and Organizational Skills
- Positive Relationships
- STANDOUT PERFORMANCE
 - Career Critical Moments
 - First Day
 - Orientation and Training Programs
 - Presentations
 - Meetings
 - Self-Monitored Work
 - Performance Reviews
 - Promotions
- MANAGING CHANGE
 - Changes in the Workplace
 - Reducing Stress from Change
 - The Positive Side of Change
- NEW BEGINNINGS

CHAPTER 14: CONTEMPORARY ISSUES IN THE WORKPLACE

- FLEXTIME, TELECOMMUTING, AND VIRTUAL WORKPLACES
- MISUSE OF TECHNOLOGY
 - Employee Monitoring
 - Employee Protection
 - Tips for Protecting Online Privacy at Work