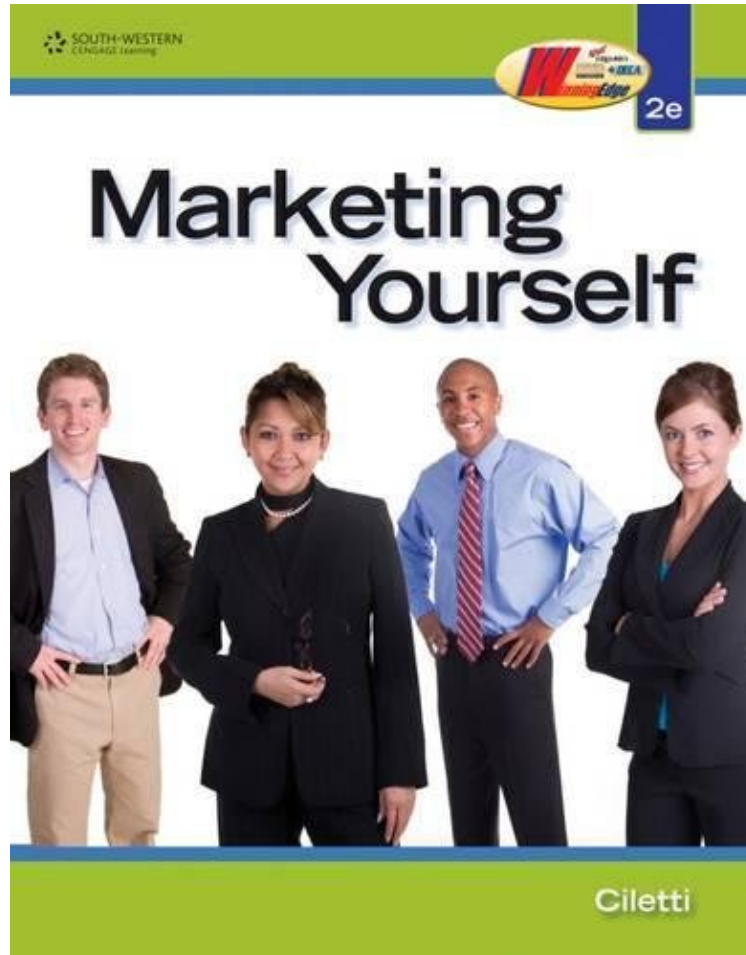


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## Marketing Yourself (Interview Skills)

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Author Dorene Ciletti delivers a strong marketing framework and up-to-date business examples in the second edition of **MARKETING YOURSELF**, helping students discover that selling themselves and their ideas is the key to success in business today. The updated text includes an increased focus on careers. **MARKETING YOURSELF** helps students make real-world connections to begin networking with professionals, as well as helps to match student interests and aptitudes to appropriate college majors and post-secondary education or training. In addition, "Planning a Career In" sections incorporate Career Clusters and present the necessary skills, education, work experience and industry opportunities for a variety of business-related career paths. **MARKETING YOURSELF** enhances classroom

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About the Author Dorene Ciletti received her MBA, focusing on marketing and management, as well as a B.S.B.A. from Duquesne University. She teaches courses such as Introduction to Marketing, Sales Administration, and Sales Management. She coordinates the Duquesne Marketing Association, and serves as Executive Secretary for the Applied Communications Committee in the Department of Communication and Rhetoric at Duquesne.