



# Media Career Guide: Preparing for Jobs in the 21st Century

*James Seguin, Sherri Hope Culver*

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In this economic climate, students need more help than ever navigating the media job marketplace. By providing practical career tips and current statistics, the *Media Career Guide* is the ideal starting point for a successful communication-related job search. Beginning with an overview of today's employment environment and opportunities, the manual guides readers through the process of researching, interviewing for, and landing that perfect media job. The new edition now offers career advice from real media professionals and emphasizes the importance of creating and maintaining a professional online presence for the workplace. And, with added information on how to start your own business, students will find this guide to be a useful resource no matter what media career path they choose.

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