



The Advertising On-Ramp: Getting Your First Job in Advertising

Belle Frank

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The Advertising On-Ramp provides strategies readers can use to make their job prospecting more effective. It also serves as a source of emotional support for job seekers, which is increasingly needed in these complicated economic times. This book is **a must-read for college seniors and new graduates in communications, marketing, and advertising**, or those in liberal arts who want to move into those fields. Belle Frank is responsible for hiring, so it addresses many issues that marketing professionals have encountered when interviewing and hiring. *The Advertising On-Ramp* is also important for professionals in the marketing business who are responsible for attracting and developing new talent as well as those who are advising graduates about career choices.

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