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For Immediate Release

May 21, 2021

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Salem Press Announces *Careers: Paths to Entrepreneurship*

Salem Press is proud to announce the newest addition to the *Careers In* series, *Careers: Paths to Entrepreneurship*. Merging scholarship with occupational development, this single comprehensive guidebook provides a thorough introduction to the wide range of career opportunities available to those interested in starting their own business or developing a product that fills a need.

Entrepreneurship takes many forms, and entrepreneurs have different visions: people who want to explore the possibility of being their own boss and making a gazillion bucks; people who want to build a small business doing something they love; and people who have identified a problem or need and have invented a product or service to fix or fill it. Whatever the path, entrepreneurs both shoulder the financial risks and reap the financial rewards. It takes an innate belief in what they're doing to succeed. It also takes a willingness to fail and to learn from mistakes. There are many business sectors that are ripe for entrepreneurship, including real estate, creative arts, manufacturing, personal care services, retail, fashion, finance and so much more.

The next section in *Careers: Paths to Entrepreneurship* details **25 Profiles** in related occupations, including:

- Baker
- Bioengineer/Biomedical Engineer
- Craft/Fine Artist
- Farmer/Rancher/Agricultural Manager
- Fashion Designer
- Interior Designer
- Lawyer
- Private Detective/Investigator
- Social/Community Service Manager
- Software Developer
- Top Executive
- Web Developer/Digital Designer
- Woodworker and more

Interesting enhancements, like “**A Day in the Life of...**”, and several charts and tables, add depth to the discussion. A highlight of multiple chapters is the **Conversation With**—a comprehensive interview with a professional in a related job. This section offers insight into specific areas of this career path including a co-owner of a pet resort; a fine artist specializing in landscape paintings; an interior designer; a President of a property management company; an executive director of a nonprofit organization, and more.

Each chapter begins with a **Snapshot** of the occupation that includes median pay, job outlook, typical education requirements, working conditions, and recommended areas of interest. This is followed by these major categories:

- **Career Overview** includes a description of the career in terms of its: duties, examples of titles of positions in that specific career, work environment and work schedules.
- **How to Become...** that explains how to begin and grow a career within a specific career profile by describing important qualities, education, licenses and certifications, and advancement opportunities.
- **Similar Occupations** lists specific jobs that are related in some way to the entrepreneurial career profiled.
- **Job Outlook and Job Prospects** describe current and anticipated rate of growth for a specific career and compares to other jobs in the area.

Additionally, this title includes back matter of:

- **Appendix A:** Guide to Holland Code. This discusses John Holland's theory that people and work environments can be classified into six different groups: Realistic; Investigative; Artistic; Social; Enterprising; and Conventional.
- **Appendix B:** General Bibliography. This is a collection of suggested readings, organized into major categories.
- **Appendix C:** List of Organizations and Resources. Further resources for education, certification, professional development, and networking can be found in this appendix.
- **Subject Index:** Includes people, concepts, technologies, terms, principles, and all specific occupations discussed in the occupational profile chapters.

This ongoing series serves as a stepping stone in understanding specific careers and provides a wealth of information on the education and training needed within each profession along with a look towards the future of the field with an informative employment outlook.

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This single comprehensive guidebook provides students passionate about starting a business with the necessary insight into the wide array of diverse and dynamic options available to them. The book offers guidance regarding what job seekers can expect in terms of training, advancement, earnings, job prospects, and more. *Careers: Paths to Entrepreneurship* is specifically designed for a high school and undergraduate audience and is edited to align with secondary or high school curriculum standards.

Careers Paths to Entrepreneurship

Pub. Date: April 2021

Hardcover ISBN: 978-1-64265-774-6

342 pages

\$125.00

Ebook ISBN: 978-1-64265-775-3