

Cable, and Video," by Maxine K. and Robert M. Reed (Facts On File, 1986). Broadcasting, directing, producing, film-making and much more are covered here.

"*Liberal Arts Jobs,*" by Burton Jay Nadler (Peterson's Guides, 1986). If you soon will be the proud owner of a B.A. or M.A., this book is for you. Job titles are organized within general subjects: veterinarian's assistants and zookeepers are both under "Animal Care," for example. Duties are listed below each title, along with requirements for achieving the position.

The "*Career Directory*" series, edited by Ronald W. Fry (Career Press, 1989). This series of eight directories includes a separate volume for each of the following career areas: Advertising, Marketing & Sales, Public Relations, Newspapers, Book Publishing, Magazines, Business & Finance, and Travel and Hospitality.

"*What Can I Do with a Major in . . . ?*" by Lawrence R. Maling (Abbott Press, 1984). Subtitled "How to choose and use your college major," this little book describes careers that graduates of the 21 most popular majors have entered since 1960. It also suggests strategies for choosing your college major and planning your career, written by the director of a college counseling center.

"*Career Choices for Students of Mathematics*" (Walker & Co., 1985). Other titles in the series cover students of art, business, communications and journalism, computer science, economics, English, history, political science and government, and psychology. The same publisher also does "*Career Choices for Undergraduates Considering Law*" and "*Career Choices for Undergraduates Considering an M.B.A.*" In the book on math careers, positions such as EDP auditor are described, typical salaries are provided, qualifications are listed (including personal characteristics and educational credentials), followed by job responsibilities and routes for getting promoted.

"*Career Information Center*" (Glencoe Macmillan, 1987). This is an excellent encyclopedia of jobs and careers. Its 13 volumes are: (1) Administration, Business and Office; (2) Agribusiness, Environment and Natural Resources; (3) Communications

and the Arts; (4) Construction; (5) Consumer, Homemaking and Personal Services; (6) Engineering, Science and Technology; (7) Health; (8) Hospitality and Recreation; (9) Manufacturing; (10) Marketing and Distribution; (11) Public and Community Services; (12) Transportation; and (13) Index. Each job title is defined, followed by the nature of the work, education and training requirements, how to get that kind of job, advancement possibilities and employment outlook, working conditions, earnings and benefits. The encyclopedia even recommends sources for more information about the job.

These books and many more will be found in your college library's business section. The reference librarian can help you locate the best sources, particularly if you describe what you need specifically. Using the card catalog, look at these subjects: "College graduates—Employment," "Vocational guidance—United States," "United States—Occupations" and "Job hunting."

At some point in your search for the Holy Grail, you may want to read Lisa Bimbach's "Going to Work" (Villard Books, 1988). It's the liveliest, most amusing book I've come across recently on the subject of working. Bimbach, author of "The Official Preppy Handbook," has produced a hefty volume that covers what it's like to sell cosmetics at Bloomingdale's, test drive cars for Ford or make a living playing with toys. Other topics include where to get a power haircut and who throws the best corporate Christmas parties. Browsing this book will put you in the mood for the next step on your journey.

Now that you know (sort of) what you want to do and (kind of) where you want to do it, get to work identifying targets. My best advice for starters is to understand the numeric Standard Industrial Classification (SIC) codes that the U.S. government uses to organize the world into four digits:

"*Standard Industrial Classification Manual*" (National Technical Information Service, 1987). To locate the 4-digit code that defines an industry, start with the general and move to the specific: SIC code 28 is Chemicals and Allied Products; SIC code 284 is Soap, Detergents and Cleaning Preparations, Perfumes, Cosmetics, and other Toilet Preparations; SIC code 2844 is Perfumes, Cosmetics and other Toilet Preparations. You get the idea.

Actually, SIC codes are part of most business directories; you don't have to get your hands on the official manual to see how they work. But an SIC code—in this example, 2844—will let you comb a number of thick directories for the names of

companies that manufacture perfume, cosmetics and toiletries.

SPECIFIC COMPANIES

"*Million Dollar Directory*" (Dun's Marketing Services, annual). This five-volume set contains 160,000 public and private U.S. companies with net worth of at least \$500,000. Brief entries include address, officers, products, sales and number of employees. The directory includes three sections: alphabetical listings by company name, geographic listings by state and listings by industry using SIC codes.

"*MacRae's State Industrial Directories*" (MacRae's Blue Book). MacRae's publishes one of these for each state. Listings include not only parent companies, but some subsidiaries and divisions organized alphabetically, geographically and by SIC code.

"*Directory of Corporate Affiliations*" (National Register Publishing, annual). These two volumes list major U.S. corporations, their divisions, subsidiaries and affiliates—all told, some 4,500 companies that are listed on the NYSE, AMEX, NASDAQ or privately owned. The listings are indexed alphabetically, geographically and by SIC code.

"*Standard & Poor's Register*" (Standard & Poor's, annual). This three-volume set lists 50,000 public and private U.S. companies. Volume one specifies each company's address, officers, products, sales, number of employees, law firm and primary bank. The other volumes are devoted to brief biographies of executives and indexes by geographic location and SIC code.

If you're lucky, you may have access to these directories on CD-ROM. This eliminates the tedium of searching through fat volumes; the computer can sort the companies in the directory by industry, size and location.

Don't let your preparation end once you've landed an interview. Ask your college reference librarian to help you locate more background information on the company, descriptions of its products and (most important) the latest news about it.

If you think this sounds like a lot of work, you're right. But the stakes are high and the competition intense. Thorough research can give you a definite edge in the job market. And when you find the Holy Grail, drink a toast to your library!

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