

SECOND EDITION

# PROFESSIONAL DEVELOPMENT

The Dynamics of Success



MARY WILKES    C. BRUCE CROSSWAIT

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# PROFESSIONAL DEVELOPMENT

## The Dynamics of Success





# PREFACE

*Professional Development: The Dynamics of Success* was written for a unique course—the professional or personal development course. Unlike many courses and textbooks that are intended to help students develop salable skills in a particular field, this course and this book aim to alert the students to the qualities and techniques needed both to *find* a good job and to be *successful* in that job.

The favorable response to the first edition, published in 1981, has been gratifying, and we now offer an improved and updated second edition. We continue to address the needs and concerns of both the men and women who take this course.

In this book we have tried neither to underplay nor to exaggerate the importance of personal appearance—“projecting your image.” We have kept topics relating to grooming, cosmetics, and appearance to a reasonable minimum and always within the context of their importance to personal and professional effectiveness.

This book is organized around the premise that the techniques and personal qualities students need to find the best possible job in a particular field are identical to those that they must develop and refine in order to become effective and promotable employees. For this reason, we begin Part One, “Starting Out Right,” with the elements of the job campaign—locating openings, evaluating companies, writing résumés and application letters, arranging for interviews, and presenting oneself effectively at interviews. In each of the succeeding Parts, we explore subjects touched upon in Part One in greater depth.

Part Two, "Projecting Your Image," covers grooming, personal hygiene, exercise, diet and nutrition, health, and wardrobe care and selection.

Part Three, "Working with Others," treats the communication process, personal effectiveness, group dynamics, personal values, and business ethics.

Part Four, "Planning for Success," focuses on goal setting, time management, social and business etiquette, travel, and personal money management.

Part Five, "Moving Up the Ladder," introduces the student to management and leadership styles, basic management theories, and opportunities in the field of management.

Each chapter opens with a comprehensive goal, followed by specific learning objectives. Text discussions are down-to-earth and relevant to the real world of the entry-level professional. Key vocabulary terms, review and discussion questions, application exercises, and suggested additional readings conclude each chapter.

The illustration program has been totally revised and includes a new full-color fashion insert, which highlights color coordination for men and women. The illustrations were planned to *teach* and *enhance* the text presentation. Approximately 350 photographs, drawings, and figures crystallize the topics under discussion.

Principal textual changes of the new edition include:

- The Application Exercises, which have been increased substantially, reinforce the concepts learned in each chapter by relating them to on-the-job situations
- An expanded treatment of résumés, with examples of functional and chronological styles
- New section on special grooming requirements for allied health occupations
- Expanded treatment on the benefits of aerobic exercise with an explanation of how to measure performance
- Addition to the fashion section of an explanation of the four seasonal color types and how skin tones affect wardrobe choices
- New topic, "Written Communication"
- New topic, "The Office Family"
- New section on universal life insurance

- Addition of new topics relating to banking and investment opportunities, such as interest plus checking, Super NOW accounts, and Individual Retirement Accounts.
- Addition of sections on group organization, situational leadership, and Theory Z
- New topic, "Management Prerequisites"
- An expanded glossary, with key terms used in each chapter

The authors appreciate the responses and specific suggestions from many users of the book. We would like to give special thanks to Ms. Deborah Walker Greene, Sullivan Junior College of Business, and to Ms. Donna Sandberg, Wisconsin Indianhead Technical Institute, who critically reviewed the manuscript for revision. Also, we are grateful to Dr. Clarita Eusebio-Kelly, HCA Institute, and Professor Harriet Strongin, Nassau Community College, both of whom contributed new information on good grooming techniques. Finally, we would like to acknowledge the staff members of HBJ Media Systems Corporation who worked on this project: Patricia Clarke, Editorial Assistant; Debra Ann Filbrandt, Administrative Assistant; JoAnn Fisher, Editorial Coordinator; William Gurvitch, Production Manager; and James Moulton, Director of Publishing, Business Books.

*Mary Wilkes*

*C. Bruce Crosswait*



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