



Discovering Your Career In Business

By Timothy Butler, James Waldroop

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Created by the Directors of MBA Career Development Programs at the Harvard Business School, *Discovering Your Career in Business* and the *Business Career Interest Inventory (BCII)* are based on over ten years of research with more than 650 business professionals. The result is a sophisticated, state-of-the-art career counseling tool that provides a highly nuanced self-assessment profile and direction to specific business work environments and activities that will lead to career satisfaction and success. The *BCII*, provided here on disk, contains its own scoring system and can be run on the floppy drive of any Windows PC.

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Editorial Review

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Meet Caroline Greeley, a very attractive movie marketer who, despite the industry's glamour, was very uncomfortable in her job. This individual (and others) from the business career front has psychologists Butler and Waldroop to thank, since the authors developed a remarkable series of guides to help the lost and confused find their way in the workday world. Expect more specific advice than what is proffered in *What Color Is Your Parachute?* or by highly paid (and unregulated) career counselors. The authors' unique eight-profile "Business Career Interest Inventory" (included in disk format) and active imagination exercises constitute a breakthrough in the job-counseling field. Explanations and case histories abound, as do realistic appraisals of how Americans are seduced by a career's different "siren songs" --i.e., money and status, extreme expectations, etc. This book travels beyond the all-too-common complaint--Why do bad jobs happen to good people?--in recognizing that work satisfaction would otherwise occur only by serendipity. *Barbara Jacobs*

Review

Any pursuing a business career would do well to examine this survey of career options, interests, and avenues to success. From analyzing one's own business profile to understanding the basics of business work, this reveals important business trends and keys to fitting individuals within business structures which work for them. -- *Midwest Book Review*

About the Author

Timothy Butler and **James Waldroop** in addition to their work at the Harvard Business School, are principals in Waldroop Butler Associates of Brookline, Massachusetts, a firm which specializes in career assessment and counseling, and in executive coaching. **Timothy Butler** and **James Waldroop** in addition to their work at the Harvard Business School, are principals in Waldroop Butler Associates of Brookline, Massachusetts, a firm which specializes in career assessment and counseling, and in executive coaching.

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Jeremy Scott:

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