

Prepared for Former Client September 25, 2006

CareerLeader Professional Report | Section II
YOUR BEST CAREER PATH MATCHES

Marketing and Marketing Management

Your Match with Marketing and Marketing Management is a **Very High Match**.

This career is one well worth investigating as you consider which business careers are right for you.



Key Elements for Marketing and Marketing Management

The most important factors to career success and satisfaction for a positive match with Marketing and Marketing Management are an **interest in Influence Through Language and Ideas, Enterprise Control, Creative Production, and Managing People and Relationships.**

Positive Indicators for Marketing and Marketing Management

A high or very high interest in **Influence Through Language and Ideas** is a very good match for Marketing and Marketing Management. Your interest (relative to your other interests) is **high** and this factor is a **very good match** for you.

A high or very high interest in **Enterprise Control** is a good match for Marketing and Marketing Management. Your interest (relative to your other interests) is **high** and this factor is a **good match** for you.

A high or very high interest in **Managing People and Relationships** is a good match for Marketing and Marketing Management. Your interest (relative to your other interests) is **high** and this factor is a **good match** for you.

A very strong ability in **Creativity** is a moderately good match for Marketing and Marketing Management. Your ability is **strong** and this factor is a **moderately good match** for you.

A very strong ability in **Teamwork** is a moderately good match for Marketing and Marketing Management. Your ability is **very strong** and this factor is a **moderately good match** for you.

In addition to the above highlights, there are other elements which affected your match in a positive way.

Negative Indicators for Marketing and Marketing Management

A high or very high interest in **Creative Production** is a good match for Marketing and Marketing Management. Your interest (relative to your other interests) is **low** and this factor is a **bad match** for you.



These are careers whose demands match your abilities, that offer rewards you value, and -- most important -- where you'll find the work interesting and engaging.

Think of these as beacons or career "destinations"—not as the very next job you should get. Remember: A career is a path, not a point.