

Chapter 37 Identifying Career Opportunities

Section 37.1 Define Goals

Green Marketer Activity: Does Your Job Match Your Values?

Directions Do an online job search in a career area that interests you. Locate entry-level job openings at two different companies that you feel might be good matches. Do research on the companies' environmental actions, relations with workers, and philanthropy (giving). Sources of this information include the corporate information on their Web sites, as well as articles in national or local newspapers or magazines. *Fortune* and *Corporate Responsibility Officer* magazines may also have analyzed the companies in their annual surveys of the most socially responsible large corporations in the U.S. Answer the following.

1. For each company, write a paragraph summarizing what you learned. State whether the company appeals to you, and why or why not.

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