

At IBM the Commerce graduate joins a team of experts in a career of achievement

Marketing in IBM offers you one of the most exciting and rewarding careers in the business world today. It is a true teamwork function—as you participate with many other IBM men and women in the varied activities of business and industry. A career in marketing opens doors to a vast variety of undertakings in which our equipment plays a key note. Aside from the excitement, stimulation and challenge, a marketing career with IBM offers you many tangible rewards, including broad opportunities for advancement.

The marketing team consists of IBM Representatives, Systems Engineers, Industry Specialists, Customer Engineers, and others. These diverse talents combine to work with business management in developing more efficient Data Processing methods. The teamwork begins

with the study of the requirements of a business and carries through the planning of a data processing system; presentations of the advantages of the system; its maintenance; and continuing assistance to the customer—all to achieve the best possible solution to his problems.

Briefly, the IBM Representative leads the marketing team. He makes the customer calls, the presentations, and the demonstrations of the new solutions for the problems.

We have a brochure describing career openings. Consult your university placement officer. He can also put you in touch with our career representatives when they visit your campus. But, if you prefer, contact:

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