



Promote Yourself: The New Rules for Building an Outstanding Career

By Dan Schawbel

Little, Brown Book Group, United Kingdom, 2015. Paperback. Book Condition: New. 198 x 126 mm. Language: English . Brand New Book. How people perceive you at work has always been vital to a successful career. Now with the internet, social media, and the unrelenting hum of 24/7 business, the ability to brand and promote yourself is more crucial than ever. No matter how talented you are, it doesn't matter unless your bosses recognise those talents and think of you as an invaluable employee, a game-changing manager or the person whose name is synonymous with success. So, how do you stand out and get ahead? In Promote Yourself, Dan Schawbel lays out a step-by-step process for building a successful career through the subtle and amazingly effective art of self-promotion. By showing you how to build a rock-solid foundation of skill that are essential to getting the job done right and identifying exactly what managers value, Promote Yourself will provide you with the unique tools that you'll need today and for the rest of your career.

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