

《成功人士非凡职业决策 Career Distinction: Stand Out by Building Your Brand》

书籍信息

版次：1

页数：206

字数：

印刷时间：2007年06月01日

开本：

纸张：胶版纸

包装：精装

是否套装：否

国际标准书号ISBN：9780470128183

内容简介

Praise for Career Distinction

"Hands down, this book is the bible on branding for your career!"

— Susan Britton Whitcomb, author of Job Search Magic

"As a professional resume writer and career coach, I have extolled the concept of personal branding for my clients for years. Now, for the first time ever, I have an outstanding resource to recommend—Career Distinction by William Arruda and Kirsten Dixson. This book details the concept of personal branding in a magnificent and easy-to-digest presentation that is a must-buy for every serious job seeker."

— Wendy S. Enelow, CCM, MRW, JCTC, CPRW Executive Director of the Career Masters Institute

Praise for Career Distinction "Hands down, this book is the bible on branding for your

career!" — Susan Britton Whitcomb, author of Job Search Magic "As a professional resume writer

and career coach, I have extolled the concept of personal branding for my clients for years. Now,

for the first time ever, I have an outstanding resource to recommend—Career Distinction by

William Arruda and Kirsten Dixson. This book details the concept of personal branding in a

magnificent and easy-to-digest presentation that is a must-buy for every serious job seeker."—

Wendy S. Enelow, CCM, MRW, JCTC, CPRW Executive Director of the Career Masters Institute

"Arruda and Dixson are widely respected in the global career coaching community as gurus who

not only teach but live the personal branding model, and their expertise and passion show through

on every page of this practical, indispensable book. I highly recommend it to all who want to

distinguish themselves from the competition." — L. Michelle Tullier, PhD, Vice President of Right

Management and author of The Unofficial Guide to Landing a Job. 作者简介： William

Arruda—dubbed the "Personal Branding Guru" by media and clients alike—combined his

international branding expertise with his passion for people to found Reach, the world's first human

branding consultancy. A sought-after global spokesperson on personal branding, he counts many

of the Fortune 100 companies as clients. He has appeared on the BBC, Discovery Channel, Fox

News Live, and in Time magazine.

[显示全部信息](#)

目录

Foreword

Preface

Acknowledgments

1 Understand the Future of Work

2 Adopt the Career Distinction Mindset

3 Brand Yourself for Career Success

STEP 1 EXTRACT-UNEARTH YOUR UNIQUE PROMISE OF VALUE

4 Know Yourself to Grow Yourself

5 Remember, It ' s What They Think That Counts

6 Define Your Brand Community

7 Tell Your Brand Story

STEP 2 EXPRESS-COMMUNICATE YOUR BRAND TO YOUR TARGET AUDIENCE

8 Create Your Career-Marketing Tools

9 Express Yourself

10 Assess Your Online Identity

11 Build Your Brand in Bits and Bytes

STEP 3 EXUDE-MANAGE YOUR BRAND ENVIRONMENT

12 Be On-Brand in All That You Do

13 Get a Visual Identity

14 Increase Your Career Karma

Summary: Evolve and Resolve

Appendix

Index

About the Authors

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

[更多资源请访问www.tushupdf.com](http://www.tushupdf.com)