

[PDF] Career Distinction: Stand Out By Building Your Brand

William Arruda, Kirsten Dixson - pdf download free book



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Description:

From the Inside Flap

As a professional, your reputation is your most valuable career asset. Whether you're climbing the ladder at your current company or seeking a new job, in today's fast-paced work environment, you must proactively and continuously position yourself for success. Your credibility, visibility, personality, and personal style all make up your brand. Build and nurture your personal brand and

you'll make yourself a must-have, can't-fail professional—and you'll do it without having to be someone you're not.

Career Distinction outlines the proven personal branding process and provides case studies of successful professionals that will help you not only survive, but thrive, in today's dynamic and ultracompetitive workplace. You'll learn to manage your brand with innovative tools that enable you to differentiate yourself and stand out from your peers.

In this definitive step-by-step guide, career and personal brand management experts Arruda and Dixson show you how to:

- Brand yourself for career success
- Determine how others perceive you
- Develop your unique value proposition
- Define your target audience
- Tell your brand story
- Express yourself clearly and consistently
- Build and manage your online identity
- Stay on-message and on-brand every day
- Increase your "career karma"

The increasing pace of change in the business world gives you less time than ever to make your professional mark. Career Distinction demonstrates how to express who you are and the value you bring to your organization—branding you as an indispensable, memorable, and unique professional. Success takes more than just hard work; brand yourself and watch your career soar.

From the Back Cover

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

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