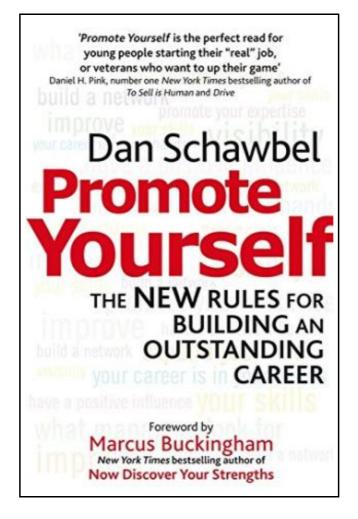
# Promote Yourself: The New Rules for Building an Outstanding Career



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### Reviews

This pdf is indeed gripping and interesting. It is definitely simplistic but shocks within the 50 percent of your book. Once you begin to read the book, it is extremely difficult to leave it before concluding. (Michael Spinka)

# PROMOTE YOURSELF: THE NEW RULES FOR BUILDING AN OUTSTANDING CAREER



Little, Brown Book Group. Paperback. Book Condition: new. BRAND NEW, Promote Yourself: The New Rules for Building an Outstanding Career, Dan Schawbel, 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. In Promote Yourself, Dan Schawbel shows readers how to navigate this new environment as an employee and lays out what managers are really looking for. Unveiling exclusive new research on the modern workplace, Schawbel breaks down the outdated mores of getting ahead and lays out a practical guide for building an outstanding career in an age of economic uncertainty and constant adaptation to new technologies. Shedding light on the disconnect between Gen Y and their managers, and revealing new findings on the most important skills required for management roles, professional development at work, and social media's role in the workplace, Promote Yourself also gives readers the most critical skill necessary today: an awareness of their unique strengths and how to differentiate themselves.

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