

The Brand You 50 Reinventing Work

Eventually, you will enormously discover a supplementary experience and finishing by spending more cash. nevertheless when? get you agree to that you require to acquire those all needs following having significantly cash? Why don't you attempt to acquire something basic in the beginning? That's something that will guide you to understand even more going on for the globe, experience, some places, similar to history, amusement, and a lot more?

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The Brand You 50 is Peters's manifesto for today's knowledge workers. It joins his Reinventing Work series, which includes The Projects 50 and The Professional Service Firm 50. In The Brand You 50, Peters sees a new kind of corporate citizen who believes that surviving means not blending in but standing out. He believes that "90+ per cent of White Collar Jobs will be totally reinvented/reconceived in the next decade" and that job security means developing marketable skills, making yourself ...

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In short, he will show you how to turn yourself into . . . Brand You. See also the other 50List titles in the Reinventing Work series by Tom Peters -- The Project50 and The Professional Service Firm50 -- for additional information on how to make an impact in the professional world.

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The Brand You 50 (Reinventing Work)-Tom Peters 1999-12-15 Michael Goldhaber, writing in Wired, said, "If there is nothing very special about your work, no matter

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how hard you apply yourself you won't get noticed and that increasingly means you won't get paid much either. In times past you could be obscure yet secure -- now that's much harder."

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Knopf plans five books in the Reinventing Work series, but for now, there are three: The Brand You, The Project and The Professional Service Firm. Each of the pocket-size hardbacks starts with a description of an unemployed, Dilbert-ized landscape, followed by 50 ways to sidestep such a fate.

~~The Brand You 50 : Or : Fifty Ways to Transform Yourself ...~~

The Brand You 50 (Reinventing Work) Tom Peters. 3.8 out of 5 stars 58. Hardcover. £5.00. Professional Service Firm 50 (Reinventing work) Tom Peters. 4.3 out of 5 stars 7. Hardcover. 25 offers from £0.29. Next. Customers also viewed these products. Page 1 of 1 Start over Page 1 of 1 .

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Lately you have decided that your brand - and look - has gotten rather stale. It happens. But you are already on the right path by knowing you need a brand refresh. Brands, small and large, are rebranding all the time. (You can peek at some of those changes on the Brand New blog.) Whil...

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Michael Goldhaber, writing in Wired, said, "If there is nothing very special about your work, no matter how hard you apply yourself you won't get noticed and that increasingly means you won't get paid much either. In times past you could be obscure yet secure -- now that's much harder." Again: the white collar job as now configured is doomed. Soon. ("Downsizing" in the nineties will look like small change.) So what's the trick? There's only one: distinction. Or as we call it, turning yourself into a brand . . . Brand You. A brand is nothing more than a sign of distinction. Right? Nike. Starbucks. Martha Stewart. The point (again): that's not the way we've thought about white collar workers--ourselves--over the past century. The "bureaucrat" on the finance staff is de facto faceless, plugging away, passing papers. But now, in our view, she is born again, transformed from bureaucrat to the new star. She works in a professional service firm and works on projects that she'll be able to brag about years from now. I call her/him the New American Professional, CEO of Me Inc. (even if Me Inc. is currently on someone's payroll) and, of course, of Brand You. Step #1 in the model was the organization . . . a department turned into PSF 1.0. Step #2 is the individual . . . reborn as Brand You. In 50 essential points, Tom Peters shows how to be committed to your craft, choose the right projects, how to improve networking, why you need to think fun is cool, and why it's important to piss some people off. He will enable you to turn yourself into an important and distinctive commodity. In short, he will show you

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how to turn yourself into . . . Brand You. See also the other 50List titles in the Reinventing Work series by Tom Peters -- The Project50 and The Professional Service Firm50 -- for additional information on how to make an impact in the professional world.

The common denominator/bottom line for both the professional service firm/PSF and the individual/Brand You is: the project. And for the cool individual in the cool professional service firm there is only one answer: the cool project. A seminar participant said: "Reward excellent failures. Punish mediocre successes." So, how many of you are at work -- right now -- on "mediocre successes"? At work on projects that won't be recalled, let alone recalled with fondness and glee, a year from now? We don't study professional service firms. (Mistake.) And we don't study WOW Projects. (Worse mistake.) There is, of course, a project management literature. But it's awful. Or, at least, misleading. It focuses almost exclusively on the details of planning and tracking progress and totally ignores the important stuff like: Is it cool? Is it beautiful? Will it make a difference? My No.1 epithet: "On time . . . on budget . . . who cares?" I.e., does it matter? Will you be bragging about it two--or ten--years from now? Is it a WOW project? So, then: Step #1 . . .the organization . . .the professional service firm/PSF 1.0. Step 2 . . .the individual . . .the pursuit of distinction/Brand You. And: Step #3 . . . the work itself . . . the memorable project/WOW Projects. The Project50 is a simple and handy guide that provides 50 easy steps to help the modern businessperson choose the right

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project, find the right team, develop strategies for success, and ultimately know when it's time to move on. See also the other 50List titles in the Reinventing Work series by Tom Peters -- The Brand You50 and The Professional Service Firm50 -- for additional information on how to make an impact in the professional world.

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

Organized into more than 200 thought- and action-provoking elements—from the importance of clean trucks and bathrooms to conversations with entrepreneurs

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creating new markets—Tom Peters, bestselling management guru offers a practical guide to impractical times. In *The Pursuit of Wow!*, Tom Peters offers readers the words, the tools, to survive in tumultuous business environments. In his groundbreaking book, *In Search of Excellence* changed the way business does business. Now it's time to take the next leap into the cyberstage era. Getting to a place called excellence is no longer the idea. You've got to take that leap, then leap again—catapult their imaginations, blow their mindsets—in a word, wow! them. Once more the unconventional Peters stimulates corporate thought processes. Along with the best of his columns, Peters includes questions and rebuttals that come from readers and listeners, as well as his own candid responses. A must-read for every business person.

Transform white collar departments into "professional service firms" whose sole, powerful asset is knowledge. Peters discusses making the most of presentations, working with outsiders on market analysis, how to improve brainstorming meetings, how to develop relationships with clients and get the most out of them. 50 of Tom Peters's trademark insights on how to get the most out of your department.

For more than three decades, Tom Peters has been obsessed with Excellence (with a capital E). In this beautifully designed eBook, the second in a series, he's sharing his thoughts, ideas, inspirations, opinions, stories, tips, lessons, examples, and,

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perhaps most important, attitude. And the topic is Innovation (with a capital I). The bottom line: Don't ask what Excellence in Innovation is. Ask when. Tom's answer: Excellence Now.

Turn your company into a dynamic centre of excellence. Instead of looking for things that have gone wrong in your organisation and trying to fix them, look for things that went right and try to build on them. Perceptive, provocative and inspiring ideas to transform the way you work, this is your crucial guide to leadership to help you reinvent your business from management guru Tom Peters.

The international bestseller-now updated for an even bigger, brand-savvy market Self-published in 2005, this step-by-step guide for professionals looking to develop a strong company brand has become an international sensation, selling more than 65,000 copies worldwide and hitting #3 on Japan's business bestseller list. This invaluable guide teaches you the vital principles and skills of personal branding, including how to craft an emotionally resonant branding message, create top-quality branding tools, and attract a constant flow of business. "Montoya's Personal Branding ideas are going to change how business owners and professionals promote themselves."-Robert G. Allen and Mark Victor Hansen, coauthors, The One-Minute Millionaire

Want a new job or career? Need to demonstrate more value to customers or

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employers? Use today's hottest social media platforms to build the powerful personal brand that gets you what you want! In this completely updated book, Erik Deckers and Kyle Lacy help you use social media to and networking to advance your career, grow your business, and land new job opportunities. From LinkedIn to Facebook, now including Instagram and SnapChat, this book is packed with new techniques and ideas that are practical, easy, and effective. Deckers and Lacy show you how to supercharge all your business and personal relationships...demonstrate that you are the best solution to employers' or partners' toughest problems...become a recognized thought leader...and turn your online network into outstanding jobs, great projects, and a fulfilling, profitable career! Discover how to: Choose today's best social media tools for your personal goals Build an authentic storyline and online identity that gets you the right opportunities Make the most of Facebook, LinkedIn, and Twitter—and leverage new platforms like Snapchat and Instagram Build connections and prove expertise by sharing video on YouTube and Vimeo Find yourself on search engines and then optimize your personal online presence Promote your events, accomplishments, victories...and even defeats and lessons learned Integrate online and offline networking to get more from both Reach people with hiring authority and budgets on LinkedIn Use Twitter to share the ideas and passions that make you uniquely valuable Avoid “killer” social networking mistakes Leverage your online expert status to become a published author or public speaker Measure the success of your social media branding Get new projects or jobs through your online friends and

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followers

Globalization and social media have made the world smaller, more connected and infinitely more competitive. The world has changed. Have you? If you don't have the package that will take you to the next level of your career, you need to reinvent your personal brand. BrandingPays™, a practical guide to strategic personal branding, will help you refocus your skills and experience so you are the best candidate for the job, career and business opportunities that you long for. Perfect for MBAs, experienced professionals and entrepreneurs, the step-by-step Branding Pays methodology has been proven in Fortune 500 companies and leading business schools. In this breakthrough book, author Karen Kang shows you how to:

- Position yourself for the best opportunities
- Stand out in a competitive market
- Communicate your unique value
- Develop clear and compelling messages
- Put your “cake” and “icing” together for a strong brand
- Leverage the influencers who can accelerate your reputation
- Improve your personal brand attributes
- Build your Brand Action Plan for online and offline success

Overflowing with templates, charts and action lists that enable you to “Bake the Cake, then Ice It”---Kang includes inspiring real-life examples throughout the book, many from groups that are under-represented in top business leadership. No matter what challenges you face, BrandingPays will help you develop your recipe for successful branding.

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