



## Promote Yourself: The New Rules for Career Success

By Dan Schawbel

St. Martin's Griffin. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 9.3in. x 6.4in. x 0.6in. Dan will show you how to communicate your unique contribution, so that you make yourself indispensable. - From the Foreword by Marcus Buckingham, New York Times bestselling author of Now, Discover Your Strengths. How people perceive you has always been critical to a successful career. Now add in the internet, social media, and the unrelenting hum of 24/7 business, and the ability to brand and promote yourself effectively becomes absolutely essential for young professionals to land the job, earn the raise, or get that much deserved promotion. It is only with the ability to promote yourself that managers and executives can see Gen Y workers as invaluable employees, game-changing managers, or the people whose names are synonymous with success. So, how do they stand out and get ahead? Drawing on proprietary research and countless interviews with the most dynamic professionals in business today, career guru and founder of Millennial Branding Dan Schawbel takes readers through his step-by-step process of creating unique personal brands and leveraging them to maximum advantage. By basing these brands on the rock-solid foundation of hard, soft, and online skills that are essential...



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