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Nota di contenuto	Contents; About the Author; Acknowledgments; Introduction; Chapter 1: Personal What?; Let's Talk about Branding First; Thinking about Yourself as a Brand; Personal Branding May Not Be for You; I Don't Have Time; Let the Fun Begin; Chapter 2: I'm Not a Rock Star; You Are Not Indispensable; No Job Is Secure; New Opportunities Ahead; Thinking Beyond Yourself; Maslow's Hierarchy of Needs; You Are Already Being Branded; Fighting the Impostor Syndrome; A Personal Story: Building My Own Brand; Nothing Will Happen by Magic; Start Now; Chapter 3: Me, Myself, and I; Who Are You?; Be Authentic Past, Present, and FutureWhat Is Your Elevator Pitch ?; Scratching the Surface Is Not Enough; How Others See You; Focus on Your Strengths; What Differentiates You from Others?; It's Only the Beginning; Chapter 4: Defining Your Brand: Are You a Ninja, a Pirate, or a Rock Star?; Defining Your Goal; Is It About Getting Your Dream Job ?; Is It About Getting a Bigger Paycheck ?; Is It About Getting More Visibility ?; Is It About Building New Skills or Competencies ?; Is It Some Other Goal?; The Next Step Doesn't Have to Be Management; Stairway to Heaven; Make It Quantifiable Setting Your Timeline: You Don't Have a TARDISYour Goal May Change, It Will Change, It Should Change; How Can You Differentiate Yourself ?; Don't Be a Copy Cat, But . . .; What Is Your Actual Brand ?; The Trilogy

of Your Life: Past, Present, and Future; Living the Moment; The Last 20%; Be a Seer; Unleashing the Kraken; Half the Work Is Done; Chapter 5: Do Epic Stuff; The How; Be Naive; There Is No Try; It's a Question of Passion; Don't Plan Like an Underpants Gnome; Impact and Scale; Impact; Scale; Do Stuff. No, Do Epic Stuff!; Learn to Say No; Don't Live in the Future

Make It Art and Go the Extra MileEvery Word You Say Will Be Used Against You; Out of Your Comfort Zone Is Where the Magic Happens; The Easiest Path Is Not Shameful; Don't Be Afraid to Ask; FOMO; Give Away Your Ideas; You Don't Know Everything, and It's Okay; Give Your Time; Give Your Time: Part 2; A/S/L?; If You're Not on Google, You Don't Exist; Content Is King; Educate Yourself; You Have a Limited Number of Keystrokes; Don't Be a Sheep; A Small Guide to Losing Your Shyness; Chapter 6: Weapons of Choice; I Blog, You Blog, We All Blog; Owning Your Content; Showing Your Expertise

Collateral BenefitsHow to Start Blogging; What to Expect from Your Blog; Participating in the Blogosphere; Open Source, GitHub, and the Like; StackOverflow, How Can I Help You?; Help Make a Better World, One Wiki at a Time; Show Your Design Skills with Dribbble; Public Speaking Is for You, Too; Sharing Your Slides; Recording Yourself; You Speak, You Blog; Write a Book; Podcast s: Sharing without Writing; Audio Podcasting; Video Podcasting; Organize an Unconference, User Group, or Conference; Professional Recognitions; Be Consistent; Optimize Everything

Trick 1: Keep Yourself Informed in an Optimized Way

Sommario/riassunto

Why should you, a competent software developer or programmer, care about your own brand? After all, it's not like you're an actor or musician. In fact, as Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding demonstrates in many ways, it's never been more important for you to think about yourself as a brand. Doing so will provide rocket fuel for your career. You'll find better jobs and become the "go-to" person in various situations. You'll become known for your expertise and leadership, and you'll find it easier to strike out on your own. People will seek out your advice and point of view. You'll get paid to speak, write, and consult. What's not to like about becoming a rock star developer? The good news—as Mozilla's senior technology evangelist, Frédéric Harper, writes—is that it's never been easier to improve your skills, stand out, share more quickly, and grow your network. This book provides the tools you need to build your reputation and enhance your career, starting right now. You'll learn what personal branding is and why you should care about it. You'll also learn what the key themes of a good brand are and where to find the ingredients to build your own, unique brand. Most importantly, you'll understand how to work your magic to achieve your goals and dreams. You'll also learn: How to use sites like StackOverflow and Github to build both your expertise and your reputation How to promote your brand in a way that attracts better-paying jobs, consulting gigs, industry invitations, and contract work How to become visible to the movers and shakers in your specific category of development How to exert power and influence to help yourself and others Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding shows you how to scale your skills, gain visibility, make a real impact on people and within organizations, and achieve your goals. There's no need to become a marketing expert or hire a personal branding guru; this book and a desire to grow personally and professionally are all you need to leap to the next level of your career.

