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Titolo	Selling yourself without selling out [[electronic resource] ] : a leader's guide to ethical self-promotion // Gina Hernez-Broome, Cindy McLaughlin, and Stephanie Trovas
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Edizione	[1st ed.]
Descrizione fisica	1 online resource (34 p.)
Collana	An ideas into action guidebook
Altri autori (Persone)	McLaughlinCindy TrovasStephanie
Disciplina	658.4/095
Soggetti	Executive ability Leadership Communication in management Organizational behavior Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	At head of title on cover: For the practicing manager. "CCL no. 431"--T.p. verso.
Nota di bibliografia	Includes bibliographical references (p. 28-29).
Nota di contenuto	Title page; Table of Contents; Self-Promotion: A Leader's Job; Strategic Visibility and Its Benefits; Benefits for the Individual; Benefits for Others; Rethinking Self-Promotion; Techniques for Promoting Yourself; Connecting with Others; Developing Yourself; Creating Opportunities; Finding the Sweet Spot; Suggested Readings; Background; Key Point Summary; Lead Contributors
Sommario/riassunto	High-performing individuals and groups are often not adequately recognized for their contributions. The antidote to being overlooked or underestimated is self-promotion-the act of generating personal visibility in service of your work and career. In this guidebook, we discuss how you can benefit from self-promotion and maintain your

integrity and authenticity. We help you reframe common beliefs that get in the way of effective self-promotion, and we provide numerous strategies and activities that can become part of your repertoire.

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