

1. Record Nr.	UNINA9910460790603321
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Titolo	Marketing your value : 9 steps to navigate your career // Michael Edmondson
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-63157-219-9
Edizione	[First edition.]
Descrizione fisica	1 online resource (165 p.)
Collana	Human resource management and organizational behavior collection, , 1946-5645
Disciplina	331.702
Soggetti	Career development Success in business Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 135-150, 155-165) and index.
Nota di contenuto	Part one. Assess -- 1. Identify your purpose -- 2. Explore your relationship to success -- 3. Assess your skills and traits -- Part two. Brand -- 4. Develop your positioning material -- 5. Create your plan of action -- 6. Manage the chaos -- Part three. Communicate -- 7. Design impressive marketing materials -- 8. Leverage your network -- 9. Conduct an effective interview -- Appendix 1. Reading list - books -- Appendix 2. Reading list - articles -- Appendix 3. Online resources -- Index.
Sommario/riassunto	Marketing your value is relevant for professionals from recent college graduates to senior executives. Today's chaotic global marketplace presents new challenges with each passing day that only the most savvy of professionals will be able to navigate. Global unemployment and underemployment, the digital revolution, and technological advancements are just three of the many dynamics driving today's economy where we have to rethink how we live, work, communicate, and do just about everything else. Navigating the chaos requires a sophisticated strategy that is built upon the paradigm that professional development is directly linked to personal growth. To grow as a professional, therefore, one must increase their self-awareness, build a

compelling brand, and then communicate their message in a clear and consistent fashion. Marketing Your Value: 9 Steps to Navigate Your Career explains how professionals can market their value to navigate their career and live a life of purpose. Divided into three sections, this publication offers you an opportunity to assess your personal and professional skills, challenges you to create a compelling personal brand, and helps you develop the communication materials necessary to navigate your career. This Assess, Brand, Communicate (ABC) approach is relevant for undergraduates, recent college graduates, graduate students, entry level professionals, experienced managers, and senior leaders across the globe. Each of the nine steps included in this publication will challenge you to think deeply to increase your self-awareness. With ubiquitous technology surrounding your eyes and ears 24/7, you have few moments of quiet to afford the time for self-reflection. Yet this is an absolute necessity if you are to successfully market your value and navigate your career.

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