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Autore	Gross Julia
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## Chapter 4: Personal marketing for your career

Abstract: What is marketing and why do you need to know about it?; How do you apply marketing principles to your career?; How do you start to develop a personal brand?; Personal brand self-assessment checklist; Developing a personal brand as an early-career professional; Marketing: the four Cs; Web 2.0 tools for developing a personal brand; Web 2.0 tools for eportfolios; Importance and benefits of marketing; Conclusion; Chapter 5: Privacy, social networking and your career; Abstract: Why is privacy important?; What has changed to make online privacy an issue now?

Are there generational differences in attitudes to privacy? Who is responsible for ensuring online privacy?; What is the history of privacy erosion in the online world?; Privacy and your career; Privacy and Facebook; Privacy and Google; Digital footprint; How to monitor your digital footprint; Google Alerts; FAQs and actions for online privacy; Government agencies providing support for privacy; Tracking privacy changes on social networking sites; Conclusion; Chapter 6: Lifelong learning and your career; Abstract: Career paths and new roles in LIS; What is lifelong learning?

Lifelong learning and student graduate attributes; Strategies for becoming a lifelong learner; RSS (Really Simple Syndication); RSS feed readers; Sources of RSS feeds; How to subscribe to RSS feeds; Managing your RSS feeds; Start pages; iGoogle start page; Web widgets and gadgets; Step by step: setting up iGoogle; Netvibes; Yahoo! Pipes; Conclusion; Chapter 7: Web 2.0 professional development for your library career; Abstract: LIS professional organisations and professional development; New ways of delivering professional development; LIS conferences and their career advantages

Getting the most out of conference attendance

### Sommario/riassunto

Many professionals in the Library and Information Services (LIS) area are using Web 2.0 to deliver content and reaching out to connect with library users. This book applies these technologies to help shape your own career development plan. Increased online connectivity has opened up new opportunities for professionals to network, learn and grow in their careers; in an online world, where many of us have a digital footprint already, new rules apply. This readable guide builds on the solid foundation of previous library career books. The social networking tools described will supplement the trad

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