

1. Record Nr.	UNINA9910823296403321
Autore	Brown Robert Hildyard <1965->
Titolo	Build your reputation : grow your personal brand for career and business success // Rob Brown
Pubbl/distr/stampa	West Sussex, England : , : Wiley, , 2016 ©2016
ISBN	1-119-27446-X 1-119-27444-3
Descrizione fisica	1 online resource (271 pages)
Disciplina	650.1
Soggetti	Success in business Reputation Branding (Marketing) Social networks
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Machine generated contents note: Foreword vii Introduction 1 PART ONE: Laying the Foundations 9 1 Why Build Your Reputation? 11 2 Setting The Scene - The Career Game 37 3 Your Reputation Game Plan 57 4 The Networking Blueprint 79 5 The Authority Blueprint 101 PART TWO: The Four Reputational Toolboxes 123 6 Your Profile Toolbox: Visibility 131 7 Your Positioning Toolbox: Authority 155 8 Your Personal Board Toolbox: Network 177 9 Your Professional Toolbox: Performance 209 References 241 Additional Resources 243 About the Author 245 Acknowledgements 247 Index 000.
Sommario/riassunto	"Stop being a well-kept secret and start being the go-to choice Your reputation is what people say about you when you're not there. It's your most powerful asset for business growth, career enhancement and freedom of choice in many aspects of life. Yet too many people leave it to chance. They are a well-kept secret - it's not enough to be the best, you have to be seen to be the best. Build Your Reputation will show you how to master the skills of brand-building to develop a powerful profile and a formidable name. You'll learn how to identify your brand and where it fits into the big picture, and then you'll learn how to

become the obvious choice for whatever it is you do. Becoming known isn't a matter of chance, nor is it a matter of luck - it's a practical set of highly coachable skills that anyone can learn. Learn how to build credibility, connect with the right people and make your achievements known. Identify and build your personal brand Position yourself strategically for maximum impact Attract the right relationships and the right attention Become the go-to guru for whatever you do The highest-paid people in any company, industry or profession are not necessarily the most qualified, gifted or best. They're the most popular. They are liked, trusted, recommended, chosen, hired and introduced. Build Your Reputation gives you the inside track to the top, with practical wisdom and strategic advice for building your own brand"-- "Conducts training, coaching and speaking to business people in all sectors of industry on networking and building your reputation"--
