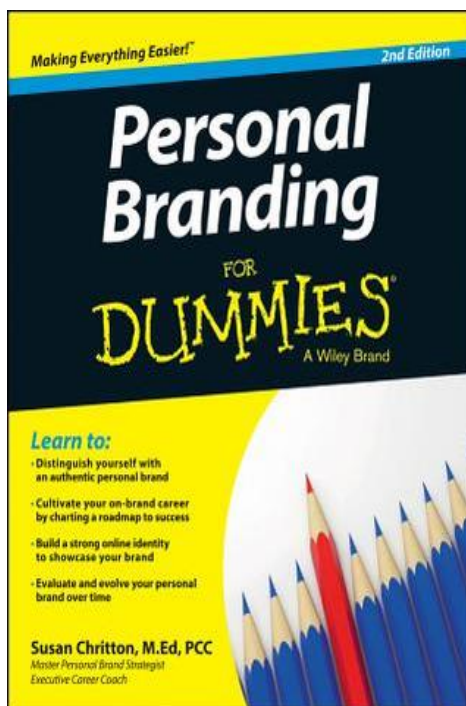


# Descargar libros electronicos Personal Branding for Dummies

By Susan Chritton



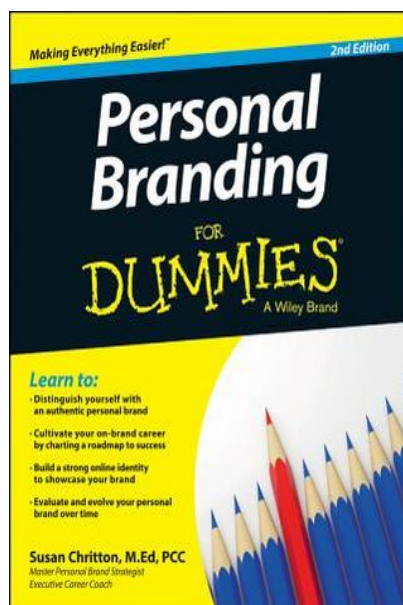
## Books Details

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## Books Descriptions

The simple guide to managing your personal brand, a vital element of success in the professional world *Personal Branding For Dummies, 2nd Edition*, is your guide to creating and maintaining a personal trademark by equating self-impression with other people's perceptions. This updated edition includes new information on expanding your brand through social media, online job boards, and communities, using the tried and true methods that are the foundation of personal branding. Marketing your skills and personality, and showing the rest of the world who you are, gives you a competitive edge. Whether you're looking for your first job, considering changing careers, or just want to be more viable and successful in your current career, this guide provides the step-by-step information you need to develop your personal brand. Distinguishing yourself from the competition is important in any facet of business, and the rise of personal branding has evolved specifically to help candidates stand out

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