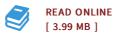




The Brand You50 (Reinventing Work): Fifty Ways to Transform Yourself from an Employee Into a Brand That Shoutsdistinction, Commitment, and Passion

By Tom Peters

Alfred A. Knopf. Hardcover. Book Condition: New. Hardcover. 224 pages. Dimensions: 7.0in. x 4.5in. x 0.8in.Michael Goldhaber, writing in Wired, said, If there is nothing very special about your work, no matter how hard you apply yourself you wont get noticed and that increasingly means you wont get paid much either. In times past you could be obscure yet secure -- now thats much harder. Again: the white collar job as now configured is doomed. Soon. (Downsizing in the nineties will look like small change.) So whats the trick Theres only one: distinction. Or as we call it, turning yourself into a brand . . . Brand You. A brand is nothing more than a sign of distinction. Right Nike. Starbucks. Martha Stewart. The point (again): thats not the way weve thought about white collar workers--ourselves--over the past century. The bureaucrat on the finance staff is de facto faceless, plugging away, passing papers. But now, in our view, she is born again, transformed from bureaucrat to the new star. She works in a professional service firm and works on projects that shell be able to brag about years from now. I call herhim the New American Professional, CEO of...



Reviews

This kind of book is every little thing and made me searching ahead of time plus more. This is certainly for anyone who statte that there was not a well worth reading through. Its been developed in an remarkably straightforward way in fact it is simply following i finished reading this pdf in which really modified me, alter the way i really believe.

-- Ivy Pollich

Absolutely essential go through publication. It is filled with knowledge and wisdom Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dr. Sierra Lowe Sr.

You May Also Like



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: 2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Preemployment Training software download generated pictures...



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Preemployment Training software download generated pictures...



13 Things Rich People Won t Tell You: 325+ Tried-And-True Secrets to Building Your Fortune No Matter What Your Salary (Hardback)

Reader s Digest Association, United States, 2013. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. Did you read about the janitor who donated million dollars to his local library? Do you ever watch in amazement...



The Mystery of God's Evidence They Don't Want You to Know of

Createspace, United States, 2012. Paperback. Book Condition: New. 276 x 214 mm. Language: English . Brand New Book ***** Print on Demand *****. Save children's lives learn the discovery of God Can we discover God? What does science prove? Why we were never...



Read Write Inc. Phonics: Green Set 1 Non-Fiction 2 We Can All Swim!

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. 217 x 115 mm. Language: N/A. Brand New Book. These decodable non-fiction books provide structured practice for children learning to read. Each set of books is carefully levelled to match childrens growing...



No Friends?: How to Make Friends Fast and Keep Them

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Do You Have NO Friends? Are you tired of not having any friend and being lonely all the time...