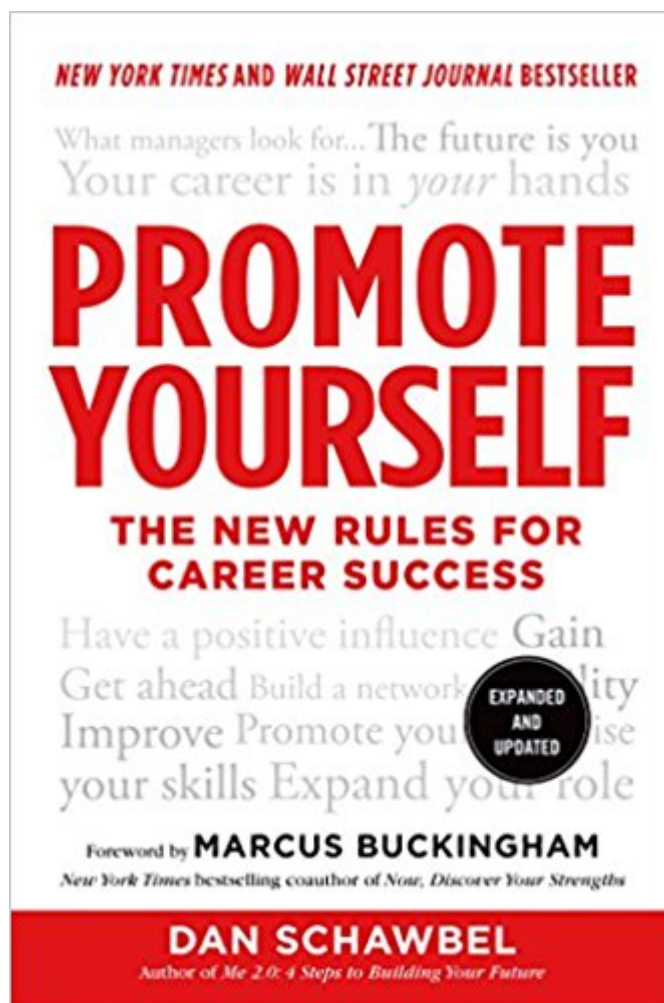


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# Promote Yourself: The New Rules For Career Success



## Synopsis

"Dan will show you how to communicate your unique contribution, so that you make yourself indispensable." - From the Foreword by Marcus Buckingham, New York Times bestselling author of *Now, Discover Your Strengths*. How people perceive you has always been critical to a successful career. Now add in the internet, social media, and the unrelenting hum of 24/7 business, and the ability to brand and promote yourself effectively becomes absolutely essential for young professionals to land the job, earn the raise, or get that much deserved promotion. It is only with the ability to promote yourself that managers and executives can see Gen Y workers as invaluable employees, game-changing managers, or the people whose names are synonymous with success. So, how do they stand out and get ahead? Drawing on proprietary research and countless interviews with the most dynamic professionals in business today, career guru and founder of Millennial Branding Dan Schawbel takes readers through his step-by-step process of creating unique personal brands and leveraging them to maximum advantage. By basing these brands on the rock-solid foundation of hard, soft, and online skills that are essential to get the job done right and by knowing exactly what managers value, Schawbel provides every reader with the unique skills and message that they'll need to get ahead today and for the rest of their careers. The subtle and amazingly effective art of self-promotion is the razor-thin difference between success and failure. Dan Schawbel's *Promote Yourself: The New Art of Getting Ahead* is the definitive book on the new rules for building an outstanding career. *Promote Yourself* contains: A 360 degree view of the 21st century workplace and how to navigate it successfully. Over 75 interviews with executives, managers and millennial employees from the most prestigious companies in the world including American Express, Ernst & Young, PepsiCo, Google, GE, LinkedIn, Fox News, Cisco, Aflac, State Street, Mattel, Adidas, Pandora, The New York Times, Tyson Foods, and more. An exclusive research study in partnership with American Express revealing the top 10 attributes managers are looking for when promoting and more. Cutting edge advice on how to create your own career path, turn your passion into a new position and become a successful intrapreneur at your company.

## Book Information

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## Customer Reviews

It's hard to work out exactly why I don't like Promote Yourself by Dan Schawbel. I've written many introductions and deleted them, all trying to find an objective reason. I think it's because there's no clear audience identified. There are many other reasons too, but they're all subjective. The focus on millennials, the "it's all about me" attitude, the instructions to do A and B to receive C. But these are disagreements, not reasons for it to be a bad book. I know Dan Schawbel intends this book to be a career guide for millennials. I'm not convinced that's who'll get the most out of it. I see the primary audience as early gen X and baby boomers who are struggling to relate to the younger members of their teams. The secondary audience is millennials, but those who do well on tests, but struggle to make friends. The ones who want to be rich, famous and have an MBA, but lack an understanding of creativity or how. Let me explain. The first half of the book focuses on building your personal brand at work with the aim of getting promoted. Dan explains the need to network with the right people. He also explains how being a social media guru will make you indispensable, because no one older than "you" understands or can use the internet and computers. You can help them learn. But he also feels the need to explain what Twitter and Facebook are. By his reckoning, shouldn't millennials already know that? All through the book are to-do items. Take on an extra project, promote your wins, set up a personal website and you'll be promoted. Sure there are caveats about over doing it and looking like a jerk, but I think the book (and its readers) would benefit from being told how and why.

Why did Dan Schawbel write this book? According to Marcus Buckingham, speaking directly to the reader as does Schawbel throughout the book, "Dan will show you how to communicate your unique contribution, so that you make yourself indispensable. [I am of the opinion that so-called 'indispensable' people are almost always bottlenecks.] In this competitive world, he will ensure that you highlight your strengths for all to see. As the workplace continues to transform, your personal brand is the key to your success. Be the best version of you - and let everyone else marvel at that

value."Schawbel provides an abundance of information, insights, and counsel that will enable his reader to (a) understand a "new workplace" and its "new rules," (b) to accelerate both personal growth and professional development to achieve peak performance in that marketplace, and (c) meanwhile, attract the attention of associates by producing results that earn their respect, trust, and admiration. In Chapter 5, Schawbel identifies and discusses six rules for self-promotion:1. Make yourself worthy of being talked about.2. Become well-known for must-have expertise, a specialty, on which others depend.3. Take responsibility (i.e. "Be your own publicist")Caution: But without bragging.4. Find ways to expand your role and increase involvement in key operations.5. Make others look good -- especially your supervisor.6. Create some evangelists. [See #2]Schawbel stresses throughout his narrative that attention and admiration must be earned and thus deserved. I share his contempt for "careerists" and "politicians" who have little (if any) concern for anyone else. The peak performers he has in mind have a strong sense of teamwork. They celebrate others' achievements.

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