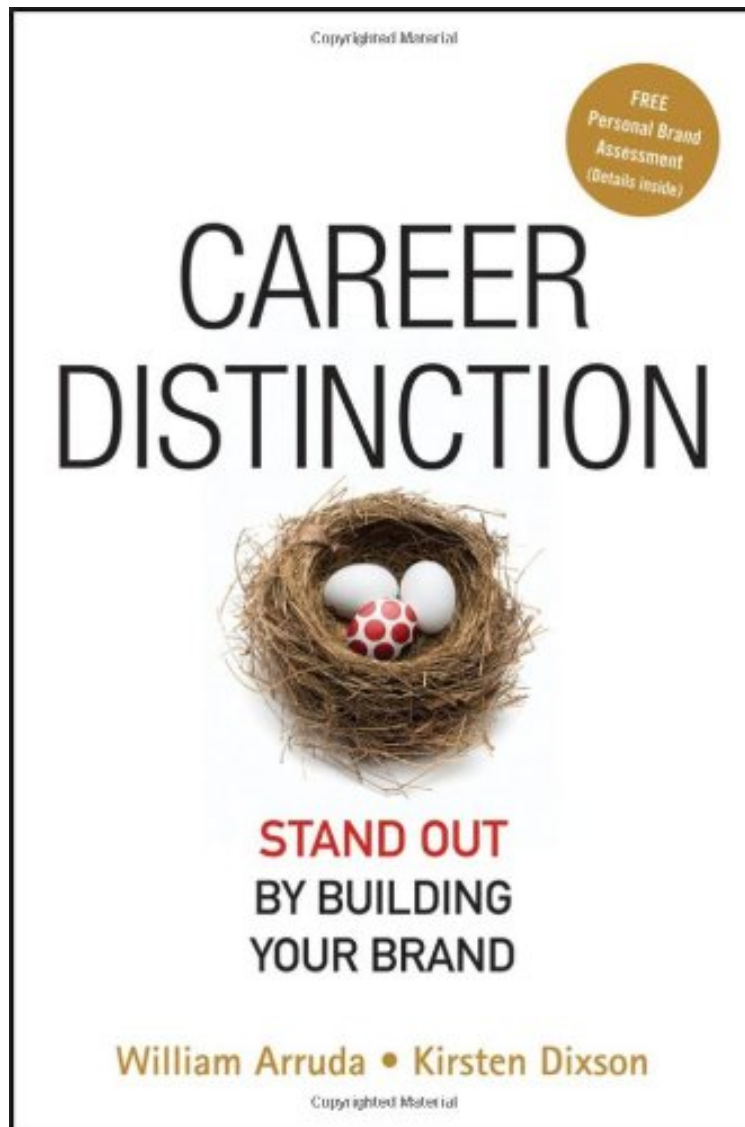


Career Distinction: Stand Out by Building Your Brand

William Arruda, Kirsten Dixon
ebooks | Download PDF | *ePub | DOC | audiobook



[Download](#)

[Read Online](#)

#501373 in Books Kirsten Dixon 2007-06-11 Original language: English PDF # 1 9.10 x .90 x 6.20l, .87
#File Name: 0470128186224 pages Career Distinction Stand Out by Building Your Brand | File size: 66.Mb

William Arruda, Kirsten Dixon : Career Distinction: Stand Out by Building Your Brand before purchasing it in order to gage whether or not it would be worth my time, and all praised Career Distinction: Stand Out by Building Your Brand:

1 of 1 people found the following review helpful. For Career Advancement, Personal Branding is the Key By Beth Stefani, Executive Career Coach Arruda and Dixon's book, Career Distinction, is a comprehensive look at the personal branding process, from uncovering your unique promise of value, to expressing your brand in all of your

communications and social media, to managing your "brand environment" in all that you do. According to the authors, uncovering your unique promise value involves an extensive self-exploration process, drawing upon your own insights, as well as those of others. It starts with the identification and articulation of your unique vision and purpose, goals, values, and passions. From there, the authors provide a 15-day password for you to use a 360-degree feedback assessment, the 360Reach (available at [...]) to obtain honest feedback about your brand attributes and strengths. Then, it is important to define your "brand community," or your target audience. This community includes those who are most critical to your ability to advance in your career: Those who work for you, your peers, your boss, your customers and business partners, your friends and family, and your competitors. Arruda and Dixson guide you in the development of a personal branding statement and brand profile, and in the use of these in the development of your career marketing tools, other essential marketing communications, and your online identity. Finally, they provide valuable insights and ideas for managing your brand environment by being "on-brand" in all that you do - from your personal appearance to your office and business tools, your brand identity system, and your personal network.

Career Distinction is an indispensable tool for anyone seeking to advance in their career, build credibility and visibility, and succeed in today's competitive and ever-changing employment marketplace. 6 of 6 people found the following review helpful. It's what they think that counts.

By Roxanne Kichar
This book was very informative and helped me shift from my last "job title" to a more deeper understanding of my unique value to an organization. This knowledge about myself improved with each chapter. You can download a free workbook which serves as a great self-coaching tool with well-designed written exercises. I completed this workbook and appreciated having this as I read the book. The book is well organized and easy to follow. The 360 tool is a nice offer..very interesting activity to discover how other people view your talents and attributes. I used to do similar 360 processes when I coached senior managers. However, I wasn't able to get it done in the 15 day time limit. You can retake for a minimal fee of \$15...You can also conduct an informal "360" of your attributes by asking friends and colleagues. The three "C's" clarity, consistency, and constancy are what you need to be when you "show up" to your target audience or customer. These concepts are reinforced throughout the book and are very useful when you are designing your business cards, networking, or preparing for a job interview. I recommend all job seekers to design their personal branding as they prepare to compete in this very tough job market.

0 of 0 people found the following review helpful. Personal branding never ends

By Aneil Arruda
Dixson have captured the essence of personal branding in "Career Distinction". They outline many steps that we can take to improve our personal brand, both off-line and on-line to enhance our overall reputation. I encourage my undergraduate students to do these things as they look for internships and jobs, but this was a good reminder that there is always more you can do to enhance your brand with clarity, consistency and constancy.

Author, "Trust is Everything"

Praise for Career Distinction "Hands down, this book is the bible on branding for your career!" -- Susan Britton Whitcomb, author of Job Search Magic "As a professional resume writer and career coach, I have extolled the concept of personal branding for my clients for years. Now, for the first time ever, I have an outstanding resource to recommend--Career Distinction by William Arruda and Kirsten Dixson. This book details the concept of personal branding in a magnificent and easy-to-digest presentation that is a must-buy for every serious job seeker." -- Wendy S. Enelow, CCM, MRW, JCTC, CPRW Executive Director of the Career Masters Institute "Arruda and Dixson are widely respected in the global career coaching community as gurus who not only teach but live the personal branding model, and their expertise and passion show through on every page of this practical, indispensable book. I highly recommend it to all who want to distinguish themselves from the competition." -- L. Michelle Tullier, PhD, Vice President of Right Management and author of The Unofficial Guide to Landing a Job

From the Inside Flap
As a professional, your reputation is your most valuable career asset. Whether you're climbing the ladder at your current company or seeking a new job, in today's fast-paced work environment, you must proactively and continuously position yourself for success. Your credibility, visibility, personality, and personal style all make up your brand. Build and nurture your personal brand and you'll make yourself a must-have, can't-fail professional and you'll do it without having to be someone you're not. Career Distinction outlines the proven personal branding process and provides case studies of successful professionals that will help you not only survive, but thrive, in today's dynamic and ultracompetitive workplace. You'll learn to manage your brand with innovative tools that enable you to differentiate yourself and stand out from your peers. In this definitive step-by-step guide, career and personal brand management experts Arruda and Dixson show you how to: Brand yourself for career success Determine how others perceive you Develop your unique value proposition Define your target audience Tell your brand story Express yourself clearly and consistently Build and manage your online identity Stay on-message and on-brand every day Increase your "career karma" The increasing pace of change in the business world gives you less time than ever to make your professional mark. Career Distinction demonstrates how to express who you are and the value you bring to your organization branding you as an indispensable, memorable, and unique professional. Success takes more than just hard work; brand yourself and watch your career soar.

From the Back Cover
Praise for Career Distinction "Hands

down, this book is the bible on branding for your career!" Susan Britton Whitcomb, author of Job Search Magic "As a professional resume writer and career coach, I have extolled the concept of personal branding for my clients for years. Now, for the first time ever, I have an outstanding resource to recommend Career Distinction by William Arruda and Kirsten Dixon. This book details the concept of personal branding in a magnificent and easy-to-digest presentation that is a must-buy for every serious job seeker." Wendy S. Enelow, CCM, MRW, JCTC, CPRW Executive Director of the Career Masters Institute "Arruda and Dixon are widely respected in the global career coaching community as gurus who not only teach but live the personal branding model, and their expertise and passion show through on every page of this practical, indispensable book. I highly recommend it to all who want to distinguish themselves from the competition." L. Michelle Tullier, PhD, Vice President of Right Management and author of The Unofficial Guide to Landing a Job About the Author William Arruda dubbed the "Personal Branding Guru" by media and clients alike combined his international branding expertise with his passion for people to found Reach, the world's first human branding consultancy. A sought-after global spokesperson on personal branding, he counts many of the Fortune 100 companies as clients. He has appeared on the BBC, Discovery Channel, Fox News Live, and in Time magazine. Kirsten Dixon is a career management consultant who is an authority on building credible online identities for career success. She founded Brandego and is a partner in Reach, where she established an online identity training program for personal brand strategists. She delivers keynote speeches and serves as a media resource on career technology topics.