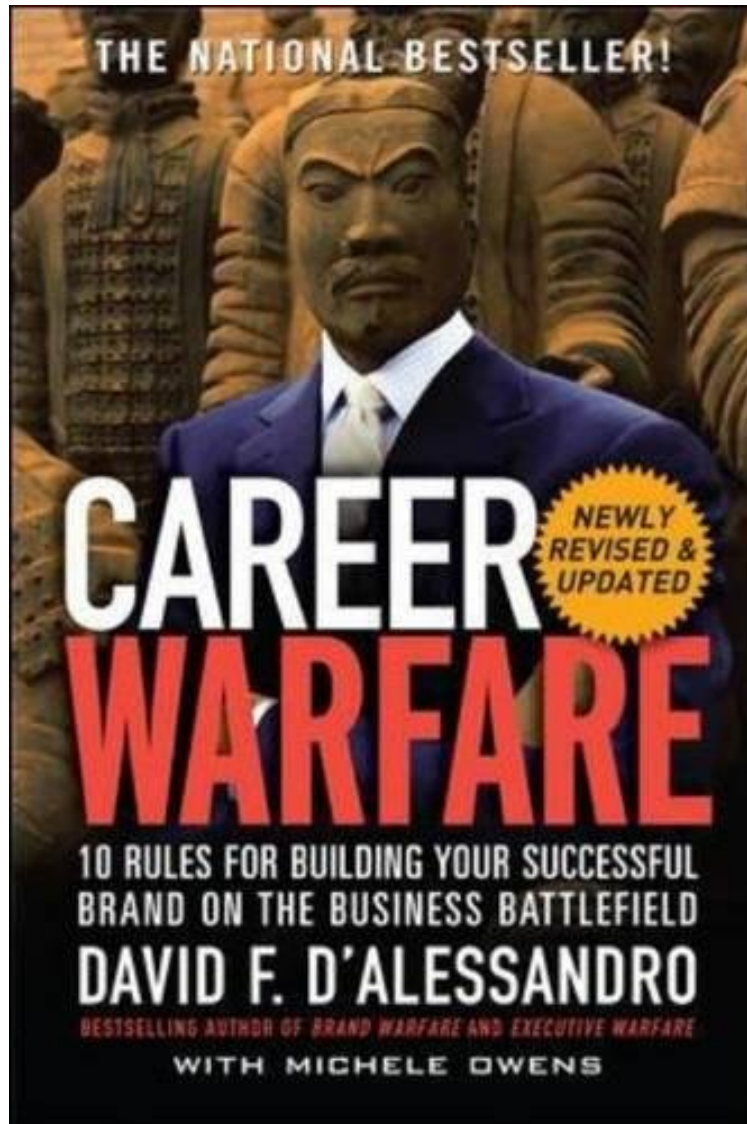


[Read free] Career Warfare: 10 Rules for Building a Successful Personal Brand on the Business Battlefield

Career Warfare: 10 Rules for Building a Successful Personal Brand on the Business Battlefield

David D'Alessandro

DOC | *audiobook | ebooks | Download PDF | ePub



DOWNLOAD



READ ONLINE

#51765 in Books David D Alessandro 2008-07-02 2008-07-02 Original language: English PDF # 1 8.90 x .60 x 6.40l, .66 #File Name: 0071597298224 pages Career Warfare 10 Rules for Building a Successful Personal Brand on the Business Battlefield | File size: 45.Mb

David D'Alessandro : Career Warfare: 10 Rules for Building a Successful Personal Brand on the Business Battlefield before purchasing it in order to gage whether or not it would be worth my time, and all praised Career Warfare: 10 Rules for Building a Successful Personal Brand on the Business Battlefield:

3 of 3 people found the following review helpful. Branding yourself and products/companiesBy JohannaThe book says

a lot of things you already know but don't really think about. The examples were quite helpful. When he explains the different types of bosses was superb, especially for people who haven't had much experience like me. It sheds a light on what to possibly expect. 2 of 2 people found the following review helpful. Essential in your career By Pua This book tells you very well the dos and don'ts of your career decisions. The concept of seeing an office like a town where gossip will determine your reputation is awesome and opens your eyes to stuff that you think shouldn't matter, but does matter a lot when other people decide if they promote you or not. Please read it before you do the stupid mistakes that bury your career in an office. 0 of 0 people found the following review helpful. Must Read For Picking Up Career Cues! By Jury Hard the earlier version of this book. Got this for coworker, I was unable to meet him in his last two days. Newer Edition is really better and clearer.

A refreshing message . . . from someone who has fought many corporate wars. The New York Times With the latest stories from DAlessandros neverending collection of corporate derring-do and new insight on the global battlefield, the nationally bestselling Career Warfare is more essential than ever when navigating your way to success. DAlessandro dares to speak the truth. If you dont manage your own reputation, those around you will. This is no theoretical exercise. In corporate America, people talk about you every day. You can affect what they say. With a cut-the-crap sharp eye for the passions, yearnings, and follies that drive every organization, DAlessandro draws apart the drapes and reveals what it really takes to get ahead in business. James Carville, author and Democratic Strategist With good jobs becoming harder to find, DAlessandros sage advice is more timely and important than ever, especially for those who are trying to build their personal brands and enhance their careers at the same time. Tom Neff, Chairman, U.S., Spencer Stuart Smart, strategic, and useful career advice from someone who has actually achieved success in the real world. Harvey Mackay, author of the #1 New York Times bestseller Swim With The Sharks Without Being Eaten Alive

About the Author David F. D'Alessandro, former Chairman and CEO of John Hancock Financial Services, serves as an advisor and guest speaker on a variety of issues facing business today.