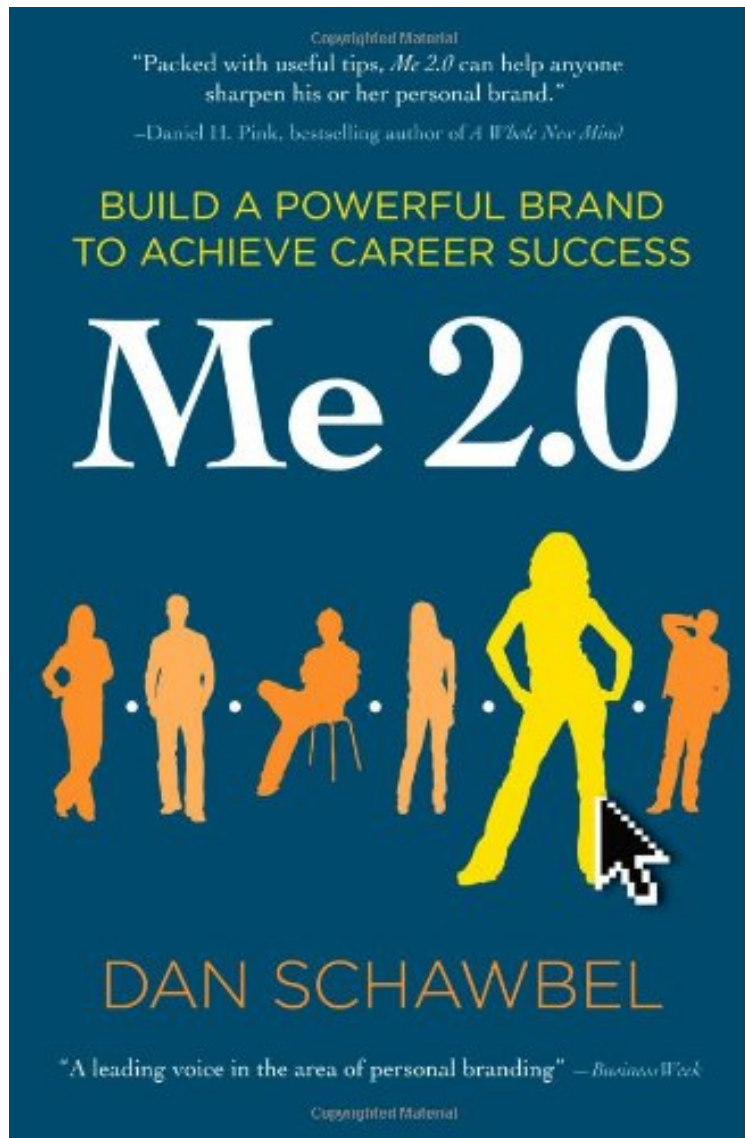


Me 2.0: Build a Powerful Brand to Achieve Career Success

Dan Schawbel

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Dan Schawbel : Me 2.0: Build a Powerful Brand to Achieve Career Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Me 2.0: Build a Powerful Brand to Achieve Career Success:

0 of 0 people found the following review helpful. Lays the groundwork for developing a personal brand By Ryan Frischmann The book is an excellent resource for understanding how personal branding can be done much the same way companies do branding: developing a marketing plan. Some may question whether all professionals can employ some of the tactics; a marketing plan is great but there are many complex factors when you make career decisions.

Nevertheless, this is a groundbreaking book regarding personal branding and how it is transforming the requirements of a modern-day professional. 6 of 7 people found the following review helpful. Insights are good but the book is unreadable. By Sean P. Harry I appreciate what Dan does in this book. I think his insights are good. He is bringing the topic of personal branding to a new generation -- Gen Y. He uses some good, solid information to back up his claim. Dan clearly gets it in regards to bringing the concept of product branding to one's personal and professional life. In that way, the book is good. However, the book is so poorly written that I had to put it down. In my opinion it's un-readable. I'd stick with his blog, which is much clearer to understand. "Personal Brand Guru" -- well, I'm not sure about that. Tom Peters is the personal brand guru. Dan is simply a guy who understands branding and marketing and is able to share his insights with his generation. What Schawbel DOES understand is how to get his foot in the door to get some press and then how to leverage that to get more press. We could all learn something from him in this regard. Sean Harry Author, Career Crossroads Career Management Solutions of Oregon 1 of 1 people found the following review helpful. Great and inspiring book. By gau_mate It was worth buying and helped me immensely to develop my skills. Worth the wait and worth the money. Thanks

Me 2.0 is the handbook for surviving and thriving in the digital age. Highlights include:

From School Library Journal In these uncertain times, new graduates and the newly unemployed need to manage their online images to find employment. This outstanding, easy-to-read guide shows millennial job seekers how to promote themselves both online and offline via Schawbel's concept of personal branding, or "how we market ourselves to others." Although he did not create the concept, Schawbel has successfully used e-marketing strategies, including many web 2.0 social networking technologies, such as blogs, wikis, and podcasts, to advance his career. He has also established himself as an authority in assisting others with these goals through his four-step method, i.e., discovering, creating, communicating, and maintaining individuals' personal brands. This enjoyable read is enhanced by gray-shaded informational sidebars, a glossary, and many testimonials about the success of Schawbel's method. Well suited to both students and the general public, this timely title is also recommended for human resource and recruiting professionals. Caroline Geck, Lib. Media Specialist, Newark Public Schs., NJ Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Dan Schawbel is the Managing Partner of Millennial Branding, LLC, and the leading authority on personal branding. His award winning blog, Personal Branding Blog.com, is syndicated by major networks such as Reuters and Fox Business, was named the #1 job blog by Careerbuilder, and is a top 30 AdAge marketing blog. Dan is also the publisher of Personal Branding Magazine, a syndicated columnist for Metro US, and the youngest columnist at BusinessWeek. He has been featured in more than 150 media outlets, including The New York Times, The Wall Street Journal, CBS, Fox, ABC News, NPR, USA Today and Details Magazine. Dan is a keynote speaker at colleges and universities, such as Harvard and MIT, and at major companies, such as Time Warner and CitiGroup. He helps both individuals and companies with creative branding solutions.