
The Brand You 50 Reinventing Work

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The Brand You 50 (Reinventing Work)-Tom Peters 1999-12-15
Michael Goldhaber, writing in Wired, said, "If there is nothing very special about your work, no matter how hard you apply yourself you won't get noticed and that increasingly means you won't get paid much either. In times past you could be obscure yet secure -- now that's much harder."

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The Brand You 50 (Reinventing Work):
Fifty Ways to Transform Yourself from an 'Employee' into a Brand That Shouts Distinction, Commitment, and Passion!
(Reinventing Work Series) by Tom Peters
The Brand You 50: Reinventing Work: Fifty Ways to ...

The Brand You 50 is Peters's manifesto for today's knowledge workers. It joins his Reinventing Work series, which includes The Projects 50 and The Professional Service Firm 50. In The Brand You 50, Peters sees a new kind of corporate citizen who believes that surviving means not blending in but standing out. He believes that "90+ per cent of White Collar Jobs will be totally reinvented/reconceived in the next decade" and that job security means developing marketable skills, making yourself ...

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Ways to Transform Yourself from an
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Lately you have decided that your brand –
and look – has gotten rather stale. It happens.
But you are already on the right path by
knowing you need a brand refresh. Brands,
small and large, are rebranding all the time.
(You can peek at some of those changes on the

Brand New blog.) Whil...

The Brand You 50 (Reinventing Work): Fifty Ways to ...

Knopf plans five books in the Reinventing Work series, but for now, there are three: The Brand You, The Project and The Professional Service Firm. Each of the pocket-size hardbacks starts with a description of an unemployed, Dilbert-ized landscape, followed by 50 ways to sidestep such a fate.

The Brand You 50 : Or : Fifty Ways to Transform Yourself ...

In short, he will show you how to turn yourself into . . . Brand You. See also the other 50 List titles in the Reinventing Work series by Tom Peters -- The Project 50 and The Professional Service Firm 50 -- for additional information on how to make an impact in the professional world.

Full E-book The Brand You 50 (Reinventing Work): Fifty ...

The Brand You 50 (Reinventing Work) Fifty Ways to Transform Yourself from an 'Employee' into a Brand That Shouts Distinction, Commitment, and Passion! Amazon.com: The Brand You 50 (Reinventing Work): Fifty ...

The Brand You 50 (Reinventing Work): Fifty Ways to Transform Yourself from an 'Employee' into a Brand That Shouts Distinction, Commitment, and Passion! (Reinventing Work Series) - Kindle edition by Peters, Tom. Download it once and read it on your Kindle device, PC, phones or tablets.

The Brand You 50 (Reinventing Work) eBook by Tom Peters ...

Preview — The Brand You 50 (Reinventing Work) by Tom Peters. The Brand You 50 (Reinventing Work) Quotes Showing 1-1 of 1. “ GIVE THE WORLD A CLEAR PICTURE OF WHO YOU ARE. ” .

Tom Peters, The Brand You 50 : Or : Fifty Ways to Transform Yourself from an

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