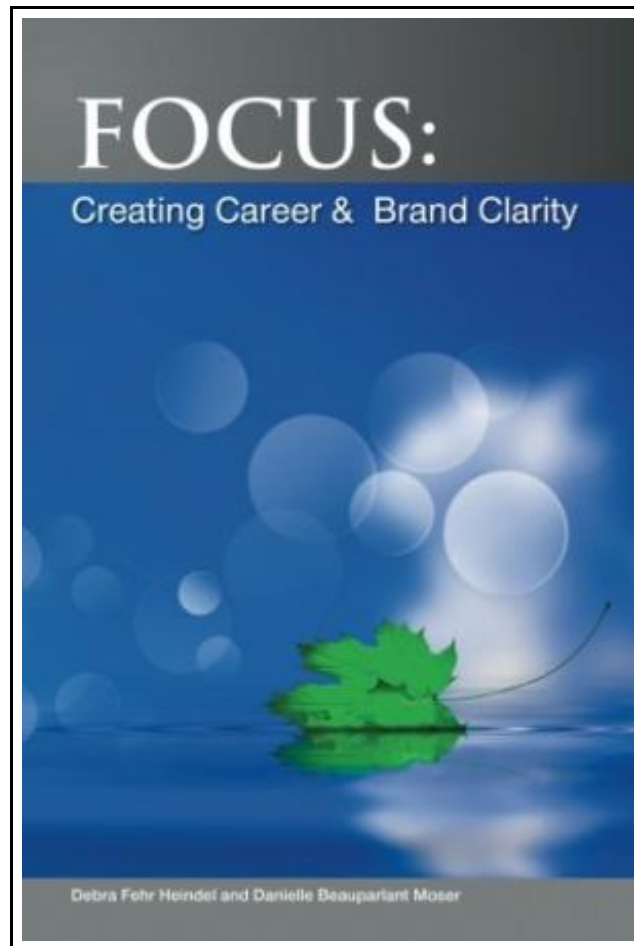


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Reviews

It is simple in study safer to understand. It can be full of knowledge and wisdom Your way of life span is going to be enhance when you full looking at this book.
(Lavina Torp)

FOCUS: CREATING CAREER BRAND CLARITY

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Createspace, United States, 2012. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Working in, or finding a job in today s economy requires a different strategy. Today s workers can no longer expect to be hired by simply completing an on-line application or uploading a resume to a website. And once hired, the workers can no longer look to the employer to manage their career. Surviving in today s work environment requires that each employee develop a sense of entrepreneurship; that is they must identify their own expertise, know their target audience and communicate a perceived value. They realize that no one will give them a job, but they know that organizations will pay for their expertise, if they can clearly demonstrate that expertise has value. Identifying the perfect career option, is about finding a role and an environment in which you can be successful and flourish -- loving what you do, being appreciated, and ultimately being your best self at work. To drill it down to the more tactical level, it s not about how you craft the perfect resume; it s about having a clear focus, understanding the strategy of marketing yourself, and developing an on-target message (i.e. brand). In their book, FOCUS: Creating Career Brand Clarity, the authors have outlined a very simple, easy to follow process that helps professionals gain clarity to be able to develop an entrepreneurial approach to self-marketing. In addition, through this process the reader creates a Flourish Factor Profile to use as a point of reference when considering options about specific career choices, specific organizations or environments, or even when negotiating future offers. It is not just a book for professionals in job search, as good career management is a lifelong process....



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