



Focus: Creating Career Brand Clarity

By Debra Fehr Heindel, Danielle Beauparlant Moser

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...



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Very useful to all of class of people. It is really simplified but unexpected situations within the 50 % in the ebook. I am delighted to let you know that this is actually the best book i have read in my personal daily life and can be he finest ebook for at any time.

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Excellent e book and beneficial one. It is rally fascinating through reading through time period. You are going to like how the author publish this ebook.

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