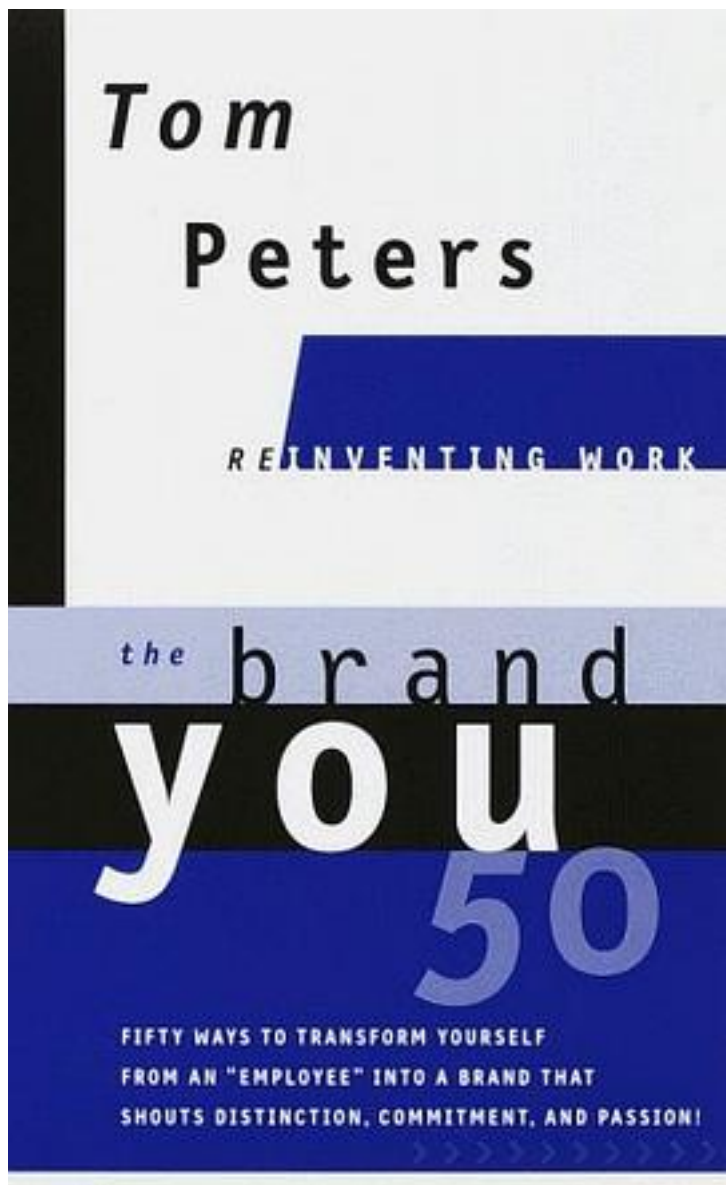


The Brand You 50



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著者:Peters, Tom

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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."

Again: the white collar job as now configured is doomed. Soon. ("Downsizing" in the nineties will look like small change.) So what's the trick? There's only one: distinction. Or as we call it, turning yourself into a brand . . . Brand You.

A brand is nothing more than a sign of distinction. Right? Nike. Starbucks. Martha Stewart. The point (again): that's not the way we've thought about white collar workers--ourselves--over the past century. The "bureaucrat" on the finance staff is de facto faceless, plugging away, passing papers.

But now, in our view, she is born again, transformed from bureaucrat to the new star. She works in a professional service firm and works on projects that she'll be able to brag about years from now.

I call her/him the New American Professional, CEO of Me Inc. (even if Me Inc. is currently on someone's payroll) and, of course, of Brand You.

Step #1 in the model was the organization . . . a department turned into PSF 1.0. Step #2 is the individual . . . reborn as Brand You.

In 50 essential points, Tom Peters shows how to be committed to your craft, choose the right projects, how to improve networking, why you need to think fun is cool, and why it's important to piss some people off. He will enable you to turn yourself into an important and distinctive commodity. In short, he will show you how to turn yourself into . . . Brand You.

See also the other 50List titles in the Reinventing Work series by Tom Peters -- The Project50 and The Professional Service Firm50 -- for additional information on how to make an impact in the professional world.

作者介绍:

Thomas J. Peters (born November 7, 1942) is an American writer on business management practices, best-known for, In Search of Excellence (co-authored with Robert H. Waterman, Jr).

Peters was born in Baltimore, Maryland. He went to Severn School for High School and attended Cornell University, receiving a bachelor's degree in civil engineering in 1965, and a master's degree in 1966. He then studied business at Stanford Business School, receiving an M.B.A. and Ph.D.. In 2004, he also received an honorary doctorate from the State University of Management in Moscow.

From 1966 to 1970, he served in the United States Navy, making two deployments to Vietnam as a Navy Seabee, then later working in the Pentagon. From 1973 to 1974, he worked in the White House as a senior drug-abuse advisor, during the Nixon administration. Peters has acknowledged the influence of military strategist Colonel

John Boyd on his later writing.

From 1974 to 1981, Peters worked as a management consultant at McKinsey & Company, becoming a partner and Organization Effectiveness practice leader in 1979, and then in 1981, he went solo and became an independent consultant.

In 1990, Tom Peters was honoured by the British Department of Trade and Industry (DTI) as one of the world's Quality Gurus.

In 2008, Peters was awarded the number 3 rank on the international Leadership Gurus survey right after Robin Sharma in the number 2 spot. The “Leadership Gurus 30” award, by Global Gurus International identifies the top Leadership professionals in the world by merit and public voting. His simplicity of life had given a great success in his personal life..

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