

Me 2.0



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出版者:Kaplan Publishing

出版时间:2009-03-31

装帧:Paperback

isbn:9781427798206

在线阅读本书

The handbook for surviving and thriving in the digital age. Highlights include: -An effective 4-step process for discovering, creating, communicating, and maintaining a personal brand. -Expert insight into how blogs, podcasting, and social networks can position individuals to find careers based on their passion and experience. -A complementary website (www.personalbrandingbook.com) with helpful templates for each tool in the personal branding kit (i.e. resume, portfolio, etc.). -Proven advice on branding from leading industry experts. -Tips on using social media tools for personal empowerment, confidence building, and professional networking in order to attract jobs directly, without having to perform tedious job searches. -Strategies for creating an online and offline presence for career protection and self-promotion.

作者介绍:

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标签

个人品牌

自我品牌管理

marketing

网络环境下个人品牌的塑造

器和术

评论

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书评

个人品牌塑造这个命题确实不错 The value of taking a periodic step back As I reflected back on my personal branding journey this past week, I thought about all that I have learned about what it means to create a personal brand today. Things such as the trick...

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