



Career Distinction: Stand Out by Building Your Brand

William Arruda , Kirsten Dixson

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Praise for Career Distinction

"Hands down, this book is the bible on branding for your career!"

-- Susan Britton Whitcomb, author of Job Search Magic

"As a professional resume writer and career coach, I have extolled the concept of personal branding for my clients for years. Now, for the first time ever, I have an outstanding resource to recommend--Career Distinction by William Arruda and Kirsten Dixson. This book details the concept of personal branding in a magnificent and easy-to-digest presentation that is a must-buy for every serious job seeker."

-- Wendy S. Enelow, CCM, MRW, JCTC, CPRW Executive Director of the Career Masters Institute

"Arruda and Dixson are widely respected in the global career coaching community as gurus who not only teach but live the personal branding model, and their expertise and passion show through on every page of this practical, indispensable book. I highly recommend it to all who want to distinguish themselves from the competition."

-- L. Michelle Tullier, PhD, Vice President of Right Management and author of The Unofficial Guide to Landing a Job

Career Distinction: Stand Out by Building Your Brand Details

Date : Published June 1st 2007 by Wiley

ISBN : 9780470128183

Author : William Arruda , Kirsten Dixson

Format : Hardcover 207 pages

Genre : Business, Self Help, Personal Development, Nonfiction

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From Reader Review Career Distinction: Stand Out by Building Your Brand for online ebook

Fariz Abdussalam says

how to build your personal brand for your career journey. Provide tips to establish your brand in:

- CV
- online profile
- people mindset

with examples.

Cori says

This book isn't really all I was hoping it would be. It is kind of like all of the other books and blogs on the topic. Somewhat interesting, but not a lot of actionable items. Maybe it would be more helpful if I owned the book and could actually use the online resources.

Jackie says

This book was recommended to me by a marketing professor earlier this year. It took me a few months to get around to it, and a few weeks to actually get through, but all in all, it's pretty good. While the book seems to focus more on people in established careers, the information it contains could be made applicable to just about anyone.

It does have more of a tailored focus towards career-related social media and branding, and some of the chapters can be a little dry. The Authors are experts in the field and you can certainly tell that the book is related to their business. There are activities throughout the book that you can access to identify and develop your brand, but I haven't utilized these yet (I plan to at some point, however).

It'll probably take another read-through and actual engagement of the assessments that the book offers in order for me to get the most out of it, but if you're looking for information about creating and developing your "personal brand," it's worth checking out.

Jeff Lampson says

I really like this book a lot. It has a very distinctive and useful approach to personal branding and career management. It provides simple and powerful tools and exercises that can be completed with whatever level of expediency and depth best suit your needs. The result is a powerful vision, clear goals and personal brand statement.

This material is a good starter and can really become an on-going pursuit through their interactive website and by joining their network.

Christine says

Quick read, modern and great tips on branding yourself...it's not just about your career.

Cheryl Kularatne says

Excellent book. Very full of lots of useful information. I have over half of it flagged and so much to do. Gives some really good direction to improve professionally! Highly recommended!

Katerina ? says

Great introduction to personal branding. I would recommend it to everyone working in the field of marketing, journalism or any other profession where it is really important how you communicate your personality and values. Good tips from real people included.

"An image is not simply a trademark, a design, a slogan or an easily remembered picture. It is a studiously crafted personality profile of an individual, institution, corporation, product or service." - Daniel J. Boorstin

Rebecca says

Recommendation from Personal Branding seminar

Billy Robinson says

This is a pretty good book on personal branding and career development for the 2000's. Everybody needs and up to date LinkedIn profile and careful of their Facebook and Twitter.

It does have more of a tailored focus towards career-related social media and branding, and some of the chapters can be a little dry. The Authors are experts in the field and you can certainly tell that the book is related to their business. There are activities throughout the book that you can access to identify and develop your brand, but I haven't utilized these yet (I plan to at some point, however).

I have a copy you can look at here on <http://www.tendollarbooks.biz>

Cheers,

Bill

Sandra says

Dixson & Arruda write a relevant and helpful step-by-step guide for professionals interested in distinguishing themselves through a professional brand.

This book gives samples and scenarios for each of the authors' tips as well as inspirational quotes to break up the text.

This book is a little outdated in terms of online identity. I also would have liked some graphic organizers to assist me in composing my own brand.

Lesley Looper says

I really enjoyed this book, and got some good ideas on branding when it comes to my career. Many of the ideas in this book would apply to one's personal life too, especially if you have hobbies and areas of interest you'd like to develop.

This is the first book I've read on branding; I think it sets the bar pretty high!

BLACK CAT says

A good introduction to personal branding.

David says

In summary: tweet and blog a lot

Chris Armer says

The book gives a general overview of the concept of personal branding. This book would be a 4-5 star book for the person who hasn't read anything on personal branding. It does give a good overview of the subject. Someone will certainly be helped by reading it. However, for someone like myself who has read 3 other books on the subject, there was nothing that really stood out to set it apart from the other books. The book is also a bit dated. Technology is changing so fast that a personal branding book could be written or updated every couple years.

