

The Brand You 50 Reinventing Work

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The Brand You 50 is Peters's manifesto for today's knowledge workers. It joins his Reinventing Work series, which includes The Projects 50 and The Professional Service Firm 50. In The Brand You 50, Peters sees a new kind of corporate citizen who believes that surviving means not blending in but standing out. He believes that "90+ per cent of White Collar Jobs will be totally reinvented/reconceived in the next decade" and that job security means developing marketable skills, making yourself ...

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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.

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Preview – The Brand You 50 (Reinventing Work) by Tom Peters. The Brand You 50 (Reinventing Work) Quotes Showing 1-1 of 1. “GIVE THE WORLD A CLEAR PICTURE OF WHO YOU ARE.”. – Tom Peters, The Brand You 50 : Or : Fifty Ways to Transform Yourself from an 'Employee' into a Brand That Shouts Distinction, Commitment, and Passion! 2 likes.

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The Brand You 50 (Reinventing Work)-Tom Peters 1999-12-15 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."

~~The Brand You 50 Reinventing Work | datacenterdynamics.com~~
Knopf plans five books in the Reinventing Work series, but for now, there are three: The Brand You, The Project and The Professional Service Firm. Each of the pocket-size hardbacks starts with a description of an unemployed, Dilbert-ized landscape, followed by 50 ways to sidestep such a fate.

~~The Brand You 50 : Or : Fifty Ways to Transform Yourself ...~~
The Brand You 50 (Reinventing Work) Tom Peters. 3.8 out of 5 stars 58. Hardcover. £5.00. Professional Service Firm 50 (Reinventing work) Tom Peters. 4.3 out of 5 stars 7. Hardcover. 25 offers from £0.29. Next. Customers also viewed these products. Page 1 of 1 Start over Page 1 of 1 .

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Lately you have decided that your brand – and look – has gotten rather stale. It happens. But you are already on the right path by knowing you need a brand refresh. Brands, small and large, are rebranding all the time. (You can peek at some of those changes on the Brand New blog.) Whil...

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.

"Whether you are still building your career or are on the road to reinvention, your personal brand is the ticket that will get you there. Consider this book your bus fare. In Reinventing You, strategy and communication consultant Dorie Clark provides a step-by-step guide to help you assess, build, and reinvent your personal brand. You may be taking on a new challenge or a career change, shifting into more meaningful work, or simply need to build your own narrative. No matter the reason, taking control ofyour brand will mean the difference between success and failure. Mixing personal stories with interviews and examples from well-known personalities, Clark walks you through the process of identifying, developing, and then launching your new brand. Reinventing You is a critical step on your road to success"--Provided by publisher.

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 Dixon. 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 Dixon 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

Who are you and what do you bring to the table? In a fiercely competitive job market, the ability to define your core strengths, passions and talents and leverage these assets to your advantage is the key to reaching your career goals and achieving professional success. The most effective and potent way to do this is to discover your personal brand. Brand YOU!: Reinvent Yourself, Redefine Your Future is your blueprint for building your personal brand. In Brand YOU!, Hume Johnson offers you a 5-step guide to help you: - define the key variables that shape your image - discover your unique value - create a compelling personal brand and, - communicate your brand offline and online with confidence, clarity and credibility. With engaging discussions and practical exercises and guidelines, Brand YOU! gives you the tools to reimagine your professional identity, position yourself as an expert in your field and build a career that is based on your skills and unique talents, and where you show up as your authentic self.

Your Company Isn't Fast Enough. Here's How to Change That. The traditional hierarchical organization is dead, but what replaces it? Numerous new models--the agile organization, the networked organization, and holacracy, to name a few--have emerged, but leaders need to know what really works. How do you build an organization that is responsive to fast-changing markets? What kind of organization delivers both speed and scale, and how do you lead it? Arthur Yeung and Dave Ulrich provide leaders with a much-needed blueprint for reinventing the organization. Based on their in-depth research at leading Chinese, US, and European firms such as Alibaba, Amazon, DiDi, Facebook, Google, Huawei, Supercell, and Tencent, and drawing from their synthesis of the latest organization research and practice, Yeung and Ulrich explain how to build a new kind of organization (a "market-oriented ecosystem") that responds to changing market opportunities with speed and scale. While other books address individual pieces of the puzzle, Reinventing the Organization offers a practical, integrated, six-step framework and looks at all the decisions leaders need to make--choosing the right strategies, capabilities, structure, culture, management tools, and leadership--to deliver radically greater value in fast-moving markets. For any leader eager to build a stronger, more responsive organization and for all those in HR, organizational development, and consulting who will shape and deliver it, this book provides a much-needed roadmap for reinvention.

Organized into more than 200 thought- and action-provoking elements—from the importance of clean trucks and bathrooms to conversations with entrepreneurs creating new markets—Tom Peters, bestselling management guru offers a practical guide to impractical times. In The Pursuit of Wow!, Tom Peters offers readers the words, the tools, to survive in tumultuous business environments. In his groundbreaking book, In Search of Excellence changed the way business does business. Now it's time to take the next leap into the cyberstage era. Getting to a place called excellence is no longer the idea. You've got to take that leap, then leap again—catapult their imaginations, blow their mindsets—in a word, wow! them. Once more the unconventional Peters stimulates corporate thought processes. Along with the best of his columns, Peters includes questions and rebuttals that come from readers and listeners, as well as his own candid responses. A must-read for every business person.

Globalization and social media have made the world smaller, more connected and infinitely more competitive. The world has changed. Have you? If you don't have the package that will take you to the next level of your career, you need to reinvent your personal brand. BrandingPays(TM), a practical guide to strategic personal branding, will help you refocus your skills and experience so you are the best candidate for the job, career and business opportunities that you desire. Perfect for professionals, entrepreneurs and college students, the step-by-step BrandingPays methodology has been proven in Fortune 500 companies and leading business schools. Former Regis McKenna Inc. Partner Karen Kang builds upon concepts and techniques from the legendary marketing firm that created and launched the Apple brand.

The common denominator/bottom line for both the professional service firm/PSF and the individual/Brand You is: the project. And for the cool individual in the cool professional service firm there is only one answer: the cool project. A seminar participant said: "Reward excellent failures. Punish mediocre successes."

So, how many of you are at work -- right now -- on "mediocre successes"? At work on projects that won't be recalled, let alone recalled with fondness and glee, a year from now? We don't study professional service firms. (Mistake.) And we don't study WOW Projects. (Worse mistake.) There is, of course, a project management literature. But it's awful. Or, at least, misleading. It focuses almost exclusively on the details of planning and tracking progress and totally ignores the important stuff like: Is it cool? Is it beautiful? Will it make a difference? My No.1 epithet: "On time . . . on budget . . . who cares?" I.e., does it matter? Will you be bragging about it two--or ten--years from now? Is it a WOW project? So, then: Step #1 . . .the organization . . .the professional service firm/PSF 1.0. Step 2 . . .the individual . . .the pursuit of distinction/Brand You. And: Step #3 . . . the work itself . . . the memorable project/WOW Projects. The Project50 is a simple and handy guide that provides 50 easy steps to help the modern businessperson choose the right project, find the right team, develop strategies for success, and ultimately know when it's time to move on. See also the other 50List titles in the Reinventing Work series by Tom Peters -- The Brand You50 and The Professional Service Firm50 -- for additional information on how to make an impact in the professional world.

In the modern workplace, clearly defined hierarchies are on the wane, few of us have 'jobs for life' and many of us have portfolio careers or are self-employed. In these self-reliant times, it's essential to be remembered for the right reasons. Brand You helps you develop a powerful personal brand, both on- and offline, and shows you how to: Discover your talents, values and purpose Become more visible in your market Make the most of your networks Build your brand online using blogs, LinkedIn, Facebook and Twitter Attract people who want what you do in the way that you do it This new, extended edition is the definitive guide to personal branding and is packed with new material on social media, charisma and discovering your mission, as well as new exercises and examples. It is supported by valuable extra tools. To succeed in today's fast-paced environment, you have to know yourself and be able to communicate your brand to the outside world. This book will show you how. Highly recommended.- Gemma Greaves, Marketing Director, The Marketing Society. A must-read for everyone, from trainees to board members.- Sanjay Shah, Chief Financial Officer, The London Clinic.

Transform white collar departments into "professional service firms" whose sole, powerful asset is knowledge. Idea: You are boss of a 23-person finance department in a division of a big company. Or, rather, you were boss of the finance department. Now, per our suggestion-model, you are Managing Partner, Finance Inc., a full-fledged professional service firm which is a wholly owned subsidiary of your division. Goal: Learn from the best professional service firms! Transform your unit! Today, even after re-engineering done well, the "department" doesn't look much like McKinsey, Andersen or Chiat Day. (And that's an understatement!) Aim, in short: Cool people (call them "talent") working on cool projects with cool clients. The aim redux: A cool Finance/Purchasing, IS, HR, Sales department. Why not? The cool professional service firm is just that: cool people/talent, a portfolio of cool projects, cool clients. Period. It's only asset -- literally -- is brains. It's only product is projects. It's only aim is truly memorable client service. So step #1, then, is the organization (PSF) . . . transforming "departments" in which white collar folks work into way cool professional sercic firms adding way cool value by doing way cool "stuff". Peters discusses making the most of presentations, working with outsiders on market analysis, how to imporve brainstorming meetings, how to develop relationships with clients and get the most out of them. 50 of Tom Peters's trademark insights on how to get the most our of your department. See also the other 50List titles in the Reinventing Work series by Tom Peters -- The Brand You50 and The Project50 -- for additional information on how to make an impact in the professional world.

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