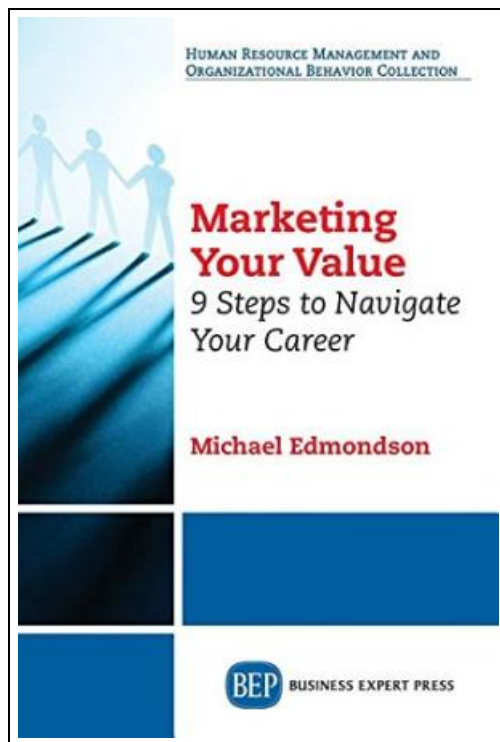


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MARKETING YOUR VALUE: 9 STEPS TO NAVIGATE YOUR CAREER (PAPERBACK)



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Business Expert Press, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. This book is an excellent read for college students, recent graduates and mid-career professionals as they navigate their careers and prepare for the next step towards their professional goals. Pareena Lawrence, PhD, Provost and Dean of the College, Professor of Economics, Augustana College, Rock Island, Illinois In the tradition of *What Color is Your Parachute* and *What Should I Do With My Life?* , *Marketing Your Value: 9 Steps to Navigate Your Career* is likely to be invaluable to anyone who is entering the job market, considering a change of direction, or advising those who are. William Pannacker, PhD, Professor of English, Director of the Andrew W. Mellon Foundation Scholars Program in the Arts and Humanities, Faculty Director of the Great Lakes Colleges Association s Digital Liberal Arts Initiative, Hope College. Navigating the chaos in today s global marketing place, including global unemployment and underemployment, the digital revolution, and technological advancements, requires a sophisticated strategy that is built upon the paradigm that professional development is directly linked to personal growth. To grow as a professional, therefore, one must increase their self-awareness, build a compelling brand, and then communicate their message in a clear and consistent fashion. This book explains how professionals can market their value to navigate their career and live a life of purpose. Divided into three sections, this publication offers you an opportunity to assess your personal and professional skills, challenges you to create a compelling personal brand, and helps you develop the communication materials necessary to navigate your career.



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