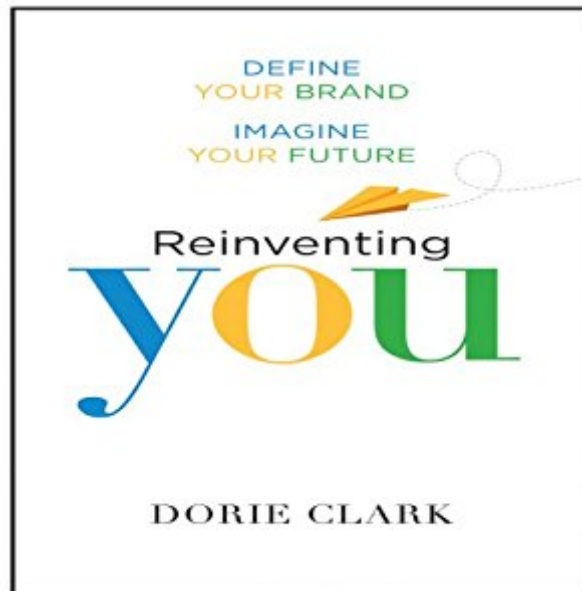


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# Reinventing You: Define Your Brand, Imagine Your Future



## Synopsis

A step-by-step guide to reinventing you Are you where you want to be professionally? Whether you want to advance faster at your present company, change jobs, or make the jump to a new field entirely, the goal is clear: to build a career that thrives on your unique passions and talents. But to achieve this in today's competitive job market, it's almost certain that at some point you'll need to reinvent yourself professionally. Consider this audiobook your road map for the next phase of your career journey. In *Reinventing You*, branding expert Dorie Clark provides a step-by-step guide to help you assess your unique strengths, develop a compelling personal brand, and ensure that others recognize the powerful contribution you can make. Mixing personal stories with engaging interviews and examples from well-known personalities - Mark Zuckerberg, Al Gore, Tim Ferriss, Seth Godin, and others - *Reinventing You* shows how to think big about your professional goals, take control of your career, build a reputation that opens doors for you, and finally live the life you want.

## Book Information

Audible Audio Edition

Listening Length: 5 hours and 36 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Gildan Media, LLC

Audible.com Release Date: April 2, 2013

Whispersync for Voice: Ready

Language: English

ASIN: B00C56GLIW

Best Sellers Rank: #67 in Books > Audible Audiobooks > Business & Investing > Careers #399 in Books > Business & Money > Job Hunting & Careers > Guides #617 in Books > Business & Money > Business Culture > Motivation & Self-Improvement

## Customer Reviews

I met Dorie Clark a few months ago at a literary conference called *The Muse & the Marketplace*, hosted by Grub Street in Boston. As I sat in on the session that she was leading, I was drawn in by her upbeat and powerful speaking voice and enthusiasm. Following her session, I went out to the mezzanine level where the booksellers had set up shop, but was bummed out when I found that Dorie's book was sold out. On one of my recent strolls through the Harvard COOP bookstore, I

purchased and read her book *Reinventing You*. Now, I didn't read this book because I recently added a new job to my resume (which I did): I read it because the points that Dorie makes within the book can be retrofitted and used to better your life, regardless of whether you are changing jobs, or looking for something new in your current career. As the owner of a gallery, I spend a great deal of my time mentoring and guiding artists in their careers. Some ask me: How do you grow as an artist and how can I connect to a broader audience. This book seeks to help people who are interested in defining their brand and those that are looking toward their future. It starts off with a simple first sentence: Are you where you want to be professionally? Some of the chapters hint at certain things that I preach to artists. A few chapters that are pertinent are: *Recognize Where You're Starting*, *Who's Your Mentor?*, and *Building Your Narrative*. Here are just a few of the lines of text that I underlined in the book that I didn't want to forget: "Everyone has a personal brand." "Just as your contacts are helping you, you want to try to add value to their lives." Another valid reason (to head back to graduate school) is when you want to expand your skills and network.

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