



The Work Book: How to Build Your Personal Brand and Get Hired

By Bill Hobbs

La Plata Press. Paperback. Book Condition: New. Paperback. 124 pages. Dimensions: 8.0in. x 5.0in. x 0.3in. This new business book, written by a Fortune 500 sales manager with extensive field experience, offers sage advice for seasoned professionals and first-time job seekers alike. The WORK Book: How to Build Your Personal Brand and Get Hired answers the myriad questions business professionals and those seeking a career in business face from the perspective of a man who doesn't just read about these topics but who in fact lives them. Specifically, it shows readers how to plan for and choose the right career, teaches readers how to create a strong personal brand, offers keen insights on creating an effective resume, preparing for interviews, and negotiating with companies, including dealing with multiple job offers; illustrates concepts through dialogue scenarios that provide specific context; facilitates immediate process application through worksheets that accompany the text; offers advice on advancing an existing career and selling ideas to other employees and managers; can be read in less than two hours and applied immediately. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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