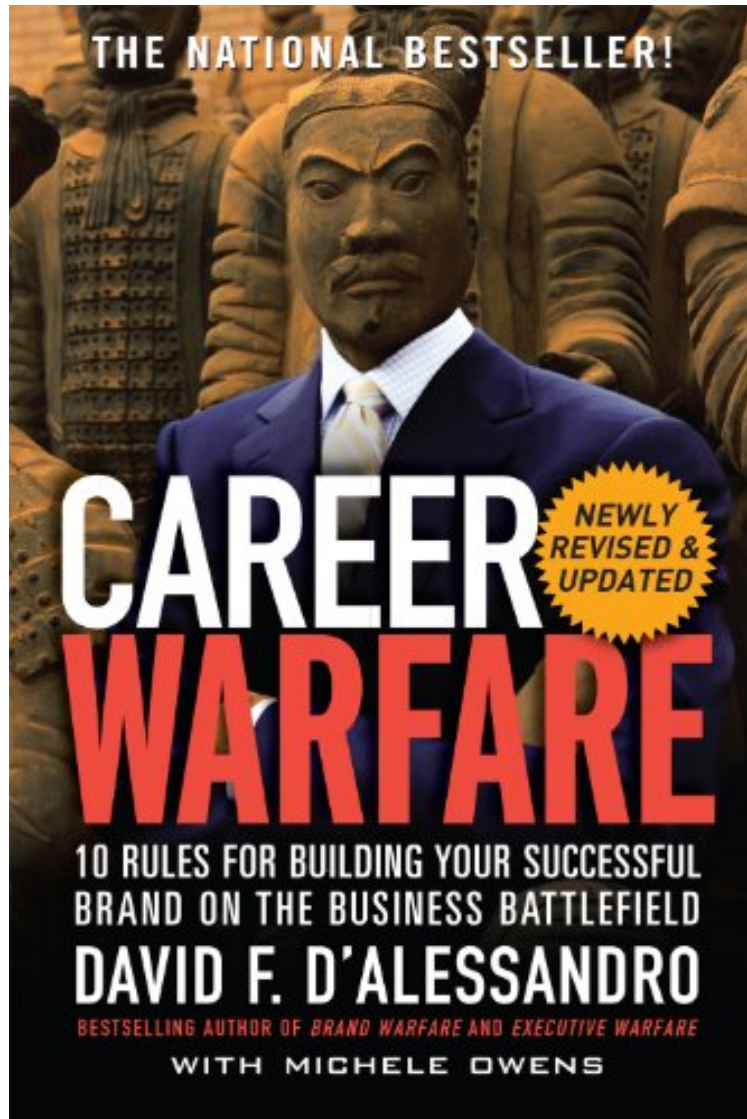


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## Career Warfare: 10 Rules for Building a Successful Personal Brand on the Business Battlefield

David D'Alessandro

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About the Author  
David F. D'Alessandro, former Chairman and CEO of John Hancock Financial Services, serves as an advisor and guest speaker on a variety of issues facing business today.