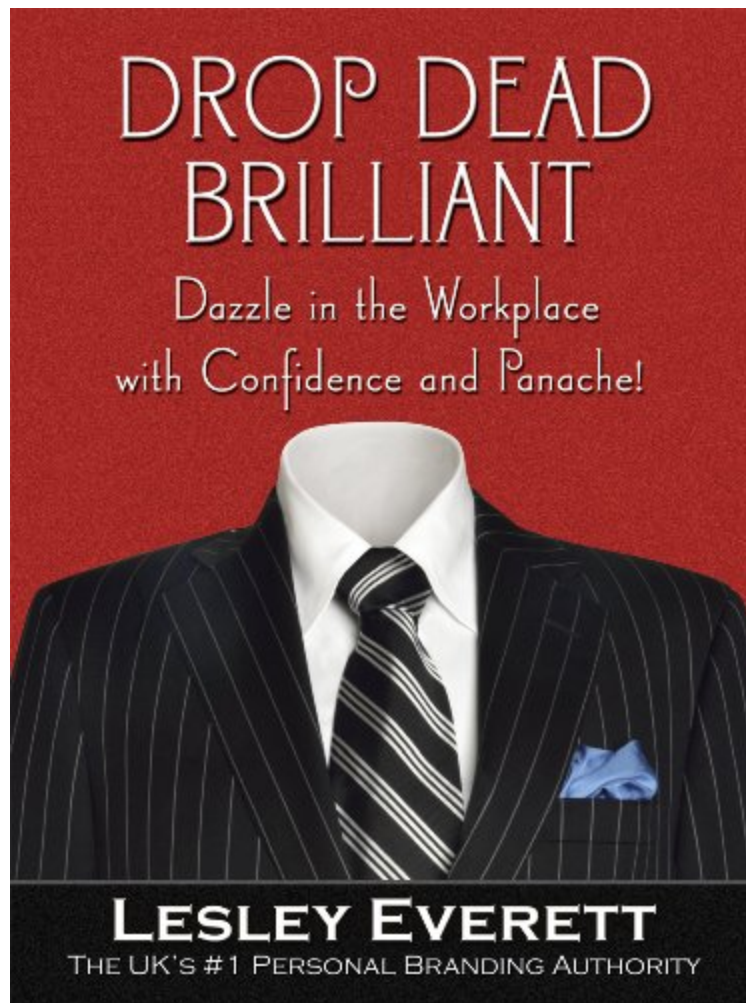


(Download ebook) Drop Dead Brilliant: Dazzle in the Workplace with Confidence and Panache! (Business Books)

Drop Dead Brilliant: Dazzle in the Workplace with Confidence and Panache! (Business Books)

Lesley Everett

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Lesley Everett : Drop Dead Brilliant: Dazzle in the Workplace with Confidence and Panache! (Business Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised Drop Dead Brilliant: Dazzle in the Workplace with Confidence and Panache! (Business Books):

1 of 4 people found the following review helpful. Author's idea of professional branding is far too narrowBy Jamie WilsonFor a book dedicated to helping readers develop a unique personal brand the author takes a very narrow view of what is acceptable branding. Though the tag line mentions "in the work place" every other description of this book (including the back cover) leaves the reader with the impression that this book is about building a unique personal brand for all professionals. The reality is that this is a book about building a personal brand within the confines of the

business world. I cannot help but feel that the book is more about conforming to the narrowly-defined expectations of the business world rather than encouraging individuals to present a unique personal self. A better title might be "Proper Business Dress for Dummies." Where's the information on building a personal brand for a globe-trotting war correspondent? A rock star? Professional athlete? Blockbuster Hollywood actor? After all, most of the book's description is comprised of pointing out that the author has helped celebrities and business icons "become fabulous" and non-corporate professionals have probably an even greater need for developing unique personal brands than those wearing the corporate uniform. The book promises to teach readers "everything else you need to be your best in every situation" but falls far short of that promise and instead focuses on things like attending meetings and giving business presentations--things that are largely irrelevant to professionals who live and breathe outside of the cubicle farm. If the reader is interested in building a personal brand within the confines of the corporate world then there may be some valuable information in this book, though I didn't see much that a book on proper etiquette and a subscription to GQ magazine couldn't provide. It's really not necessary for most people to read a book to learn to dress nice, buy clothes that fit well, groom properly, and act professionally but that's mostly what this book is all about. For anyone looking for relevant and flexible personal branding strategies, I'd recommend starting with "Me 2.0" by Dan Schawbel or "Shift" by Peter Arnell.

2 of 2 people found the following review helpful. Absolutely brilliant
By A. Ian Stevens
I wish I'd known about this book a while ago, The advice is spot-on, succinct and easy to apply. It's obvious that the author knows her stuff, and is able to deliver advice in a way that I, for one, have found very helpful. I read a review of the book in the USA, and later heard the author interviewed on the radio in the UK. I then spotted it in a bookshop, and found that it was exactly as advertised. Everyone needs this type of advice, whatever career they follow. It's a pity that a few more of our public figures don't have someone like Lesley Everett in their corner. I think this book should be required reading for all executives - come to think of it, for anyone in business. I often wondered why some people make it and others don't - many of the secrets are in this book.

1 of 1 people found the following review helpful. It is what it says on the tin!
By Rona Cant
I started to read Drop Dead Brilliant the other evening and could not put it down. It is what it says on the tin - Drop Dead Brilliant! Loads of content, it has moved me on so much - I have a better understanding of bodies and mine in particular. I don't think I shall be so hard on myself in future when I look into the mirror - but that doesn't mean to say there is no need for improvement. I shall be using it to review my 'brand'. Great book - and an illuminating read. Many thanks, Lesley

Idquo;Essential reading for everyone interested in improving their personal brand.rdqquo;-Peter Wade, GE Consumer Finance Whether you're a receptionist, a CEO, or somewhere in-between-you project an image that could potentially make or break a deal. That's why Lesley Everett, the United Kingdom's leading professional branding expert, created the Idquo;Walking TALLrdquo; method. It's a cheeky, upbeat, and inimitably British approach to creating a unique personal brand. Everett delivers Idquo;drop-dead brilliantrdquo; advice on first impressions, appearances, body indicators, and everything else needed to present yourself with panache.

About the Author
Lesley Everett is the founder, managing director, and principal consultant for Walking TALL, the United Kingdom's leading personal branding company.