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Vu H. Pham, Lisa Miyake

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Vu H. Pham, Lisa Miyake : Impressive First Impressions: A Guide to the Most Important 30 Seconds (And 30 Years) of Your Career before purchasing it in order to gage whether or not it would be worth my time, and all praised Impressive First Impressions: A Guide to the Most Important 30 Seconds (And 30 Years) of Your Career:

0 of 0 people found the following review helpful. Must-read book for professionals!!By C. GanAs someone who has worked in the fashion industry and the in education, I really believe that this book combines both elements. You can

learn and grow, but also look and feel better. It applies to so many different walks of life (from the catwalk to colleges and careers). It's a must-read for people who want to get ahead at work. I actually attended a training on First Impressions with one of the authors (Vu Pham) and it really changed my life. The book goes into much more detail and really uses a great deal of research to back up what the authors recommend. If we could all create better first impressions and understand our audience better, the world would actually be a more-giving place. In other words, the authors advocate for social generosity and giving to others as a means of making that impressive first impression. It's much more than nice clothes and vanity--they suggest that we give others what they want--that way, we make a great impression simply by giving. Give yourself a great read and a leg up with your personal and professional life with this book. Kudos to the authors!

1 of 1 people found the following review helpful. A book that will energize both career professionals and first time job seekers

By Customer I am a mid level career professional and had been a victim of the mid-life career crisis. This book energized me and made me realize that there are so many ways that I can improve myself. Dr Pham emphasized in his book that first impressions should be lasting to the point that the process should be one of continuous improvement. First impressions should be followed by repeat impressions that consequently will give rise to "impressive first impressions that last a lifetime." This a very helpful book not just for first time job seekers but also for seasoned professionals who want to re-energize their careers.

0 of 0 people found the following review helpful. Wish I read this right out of college

By initforthekids I chose this rating because of the approach they used to deliver the tools for the first impression. They tell the reader what tools they will receive, then get you excited of what your about to read then deliver the tools. I recommend this book as a gift to anyone entering the work force or actively interviewing

This book provides systematic frameworks, insightful information, and practical tips that will help professionals and job seekers boost their first impression on others and increase their value to employers both in the physical and virtual world.

- Illustrations and photographs
- A rich bibliography of nearly 150 resources cited by the authors
- A comprehensive index
- Numerous checklists

"Impressive First Impressions provides a concrete, practical approach to let everyone you engage see you at your best, whether that is a job interviewer, your teammates, a potential customer, your supervisor, or your family and friends. You will learn how to establish and maintain a personal brand, which is critical to your professional success. Our students have given Vu's approach the 'thumbs-up,' and you will too." --Jim Case, Director, Career Center, Cal State Fullerton

"A few months ago I attended a group training session lead by Dr. Pham where he discussed much of what is in his book, Impressive First Impressions. That training session left a great first impression with me on the relevance of this material and how interested the participants were in the material. The session was scheduled to end at 9 p.m. after the participants had put in a full day of work. At 9 p.m., Dr. Pham offered to stay and continue the discussion with anyone who wanted to stay. Not one person left and the discussion went on for another hour. This was my first impression of Dr. Pham's work and message, that are captured in this book, and that will remain with me for a lifetime." --Dale Wallis, CPA, Chief Financial Officer and Treasurer

"A must-read for all professionals and leaders. This book features truly insightful and practical strategies for crafting your First Impression--and advancing your long-term career." --Kevin Shiu, Director, Marketing Communication Operations

"This easy-to-read book is an invaluable guide and resource for individuals preparing to enter the workforce, sales and marketing personnel, and seasoned employees contemplating upward corporate mobility." --Dr. Asad M. Madni Executive Managing Director Chief Technical Officer Crocker Capital

"In an employment market where so many aspects feel out of our hands, our image and the impressions we make - both in person and virtually - remain one critical area we can control. Now is the time to see opportunity in change, to experience a professional rebirth, and this book is a great starting point. Congratulations to Vu Pham and Lisa Miyake for nailing this advice!" --Donna Farrugia, Senior Staffing Industry Executive and Career and Workplace Expert

"Vu trains and speaks to thousands of people - from Fortune 500 executives, managers and staff to university students - on Impressive First Impressions. Through these highly-rated and interactive sessions, I've seen first-hand how the techniques presented in this book can impact and change lives. This must-read book will empower any professional to chart a better course for their career." --Sean Gil, Board of Directors, Center for Research on Employment and the Workforce (CREW)

"Whether you're an executive, manager, staff member, intern, or a recent college graduate, Impressive First Impressions can help you put your best foot forward in any professional situation. The authors' entertaining tone and highly-researched material engages readers while educating them. This book proves relevant to today's changing workplace as it covers everything from traditional in-person interactions to your virtual impression." --Betsy Bosak, Ed.D., Former Human Resources Executive, Northrop Grumman

"This book will transform how you view the world. Anyone can immediately leverage the book's useful, research-based techniques in both their professional and personal lives. A must read for anyone who aspires to take on a leadership position or simply seeks self-improvement." --Sonny Vu, Chairman and Founder, Agamatrix

About the Author Vu H. Pham, PhD, is a partner at Spectrum Knowledge, Inc. and works with dozens of organizations from the Fortune 500 to government and nonprofit agencies to boost employee performance and

strategic effectiveness. Lisa Miyake is currently a program manager at Spectrum Knowledge, Inc. and manages teams for research and training projects for Fortune 500, government, and nonprofit agencies.