

## Promote Yourself: The New Rules for Career Success

Dan Schawbel

ebooks | Download PDF | \*ePub | DOC | audiobook

**NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER**

What managers look for... The future is you  
Your career is in *your* hands

# PROMOTE YOURSELF

**THE NEW RULES FOR  
CAREER SUCCESS**

Have a positive influence Gain  
Get ahead Build a network Quality  
Improve Promote yourself  
your skills Expand your role



Foreword by **MARCUS BUCKINGHAM**

*New York Times* bestselling coauthor of *Now, Discover Your Strengths*

**DAN SCHAWBEL**

*Author of Me 2.0: 4 Steps to Building Your Future*

 Download

 Read Online

#545886 in eBooks 2013-09-03 2013-09-03 File Name: B00BMKMLA4 | File size: 40.Mb

**Dan Schawbel : Promote Yourself: The New Rules for Career Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised Promote Yourself: The New Rules for Career Success:

34 of 36 people found the following review helpful. I'm really not sure who this book is forBy Bianca J. SmithIt's hard to work out exactly why I don't like Promote Yourself by Dan Schawbel. I've written many introductions and deleted them, all trying to find an objective reason. I think it's because there's no clear audience identified. There are many other reasons too, but they're all subjective. The focus on millennials, the "it's all about me" attitude, the instructions to do A and B to receive C. But these are disagreements, not reasons for it to be a bad book. I know Dan Schawbel intends this book to be a career guide for

millennials. I'm not convinced that's who'll get the most out of it. I see the primary audience as early gen X and baby boomers who are struggling to relate to the younger members of their teams. The secondary audience is millennials, but those who do well on tests, but struggle to make friends. The ones who want to be rich, famous and have an MBA, but lack an understanding of creativity or how. Let me explain. The first half of the book focuses on building your personal brand at work with the aim of getting promoted. Dan explains the need to network with the right people. He also explains how being a social media guru will make you indispensable, because no one older than "you" understands or can use the internet and computers. You can help them learn. But he also feels the need to explain what Twitter and Facebook are. By his reckoning, shouldn't millennials already know that? All through the book are to-do items. Take on an extra project, promote your wins, set up a personal website and you'll be promoted. Sure there are caveats about over doing it and looking like a jerk, but I think the book (and its readers) would benefit from being told how and why. It's there on a surface level, but reading this brought back memories of some jerks I've worked with. They knew how to tick boxes, but lacked the understanding to know which boxes should be ticked. One thing these jerks had in common was an MBA, giving them a great theoretical knowledge, but not the wisdom to apply it. Which made me laugh at page 229: Should I Get an MBA? It's probably the page I agreed with the most. No, an MBA isn't mandatory, and is more useful in some companies than others. However, I'm not sure the entrepreneurs Dan used as examples of successful people without MBAs were the best to use. They each built their fortunes by making ideas happen, not by playing the game for a promotion large companies. Promote Yourself isn't all bad. Pointing out need to excel in your current job first is essential advice, dealing with job hopping and self-directed learning were other gems. I'd love to give recommendations of alternative career books to read instead of this one, but it's a sub-genre I tend not to read, so cannot. If anyone can, please add it to the comments. In the mean time, I'm sending this book to a millennial for his perspective. Review originally published at Tap Dancing Spiders. 3 of 4 people found the following review helpful. Must Read If You Work With College Students or Young People By cksyme Dan Schawbel has made a name for himself as the go-to guy when it comes to helping young people find career success. Although the principles in Promote Yourself are applicable to anyone of any age looking to build a successful career, this book will be important to anyone who works with college students or young people looking to achieve career success in today's competitive job market. Numbers never lie and Schawbel did a great job of collecting data to make his case: in these economic times job seekers need some differentiators. It isn't just about having the hard skills anymore or the best resume; it's about promoting yourself strategically, and not in a horn-tooting fashion. The bottom line is that many college graduates today are not qualified for the jobs they are seeking. Just an example from the book: Intel, which has a tuition reimbursement program, recently cut 100 colleges from their list of schools because their audits showed that graduates of those programs didn't perform at the level expected from their degrees. Employers are getting picky. And many colleges are dropping the ball. In the introduction of the book, Schawbel introduces the philosophy of "thinking inside the box," which shows young wannabes how to build their potential in their present positions rather than always looking to go elsewhere to be promoted. The book addresses the hard skills that are really important for job success and suggests that young people take a hard look at their college preparation. He encourages readers to "make yourself indispensable" by finding out what managers really want and continually working to get better at those skills. The area that is the most impacting, I believe, is the chapter on soft skills--something few colleges even pay vague attention to. But 71 percent of employers say they value emotional intelligence over IQ. The top traits companies are looking for today are in the soft skill area: ability to be a team player, strong work ethic, positive attitude, good conversation skills, time management abilities, the ability to listen well, and more. Schawbel encourages readers to use social media to their advantage, something I stress in Practice Safe Social(tm) workshops. He talks about social media profiles as assets. "Employers see your online reputation as a direct reflection on their brand," the author writes. A well-built personal brand increases your value to the company. The chapter on social media includes detailed instructions on how to build that strong personal brand on social channels. He also gives sage advice on how to balance self-promotion without coming across as a jerk. The Six Rules of Self-Promotion will help readers find that balance. There is also a helpful chapter on what managers look for when they are looking to promote employees. Anyone who works with or mentors young people should pick up a copy of this book. It's not just for young people looking to build a career. I especially recommend it for teachers, professors, admissions counselors, career and alumni offices, coaches, and athletic department staff. 3 of 4 people found the following review helpful. Good for younger workers. By David J. Serra This is a very good read for its target audience which is generation Y in the workforce. Many of Dan's insights are spot on. The big one is to learn, learn and learn some more, especially when the work day is over! He shows that it is the combination of hard skills and soft skills (people skills) that put you in a good light for promotion. Unfortunately Dan misses the point with other generations such as generation X (myself). He attributes generation Y as being more idealistic in that they will work for a cool or more socially aware company rather than one that pays well. This is not the entire truth here because these are traits more so of simply being young than of a particular generation. When generation X was young many of us were interested in working for "cool" companies and banks were boring. But then a lot of us got married, had kids, and a house. Once we started seeing how much things cost many of us opted for the

higher paying job at a not so cool company. He also describes them as being more rebellious yet lets not forget that the baby boomers were the anti establishment 60s generation. Peace, Love and Rock'n'Roll. Being young we are all more rebellious and as time goes on, that changes. So I give Dan only 3 stars because he should have put on the cover somewhere this is a Gen Y targeted book.

How people perceive you at work has always been vital to a successful career. Now with the internet, social media, and the unrelenting hum of 24/7 business, the ability to brand and promote yourself is more crucial than ever. Schawbel shows readers how to navigate this new environment as an employee and lays out what managers are really looking for. Unveiling exclusive new research on the modern workplace, Schawbel breaks down the outdated mores of getting ahead and lays out a practical guide for building an outstanding career in an age of personal marketing, economic uncertainty and constant adaptation to new technologies. Shedding light on the disconnect between Gen Y and their managers, and revealing new findings on the most important skills required for management roles, professional development at work, networking, self-promotion, and social media's role in the workplace, Promote Yourself also gives readers the most critical skill necessary today: an awareness of their unique strengths and how to differentiate themselves.

From Publishers Weekly Though branding expert Schawbel's (Me 2.0: 4 Steps to Building Your Future) latest book comes packaged with abundant praise from personal-improvement experts (Stephen Covey, Jack Canfield, Gretchen Rubin), his own advice, while reasonable, doesn't contribute much to the existing conversation. At the age of 26, Schawbel had had success with his "Personal Branding Blog," which led to a Fast Company feature, a book deal, and speaking and consulting jobs. This book is aimed at newly-graduated or early-career millennials. Schawbel sympathizes with young people, who are not, he claims, being effectively prepared by their schools for the real world. But companies need young entrepreneurial types—collaborative, passionate and smart—if they're going to succeed; and young people need to make themselves indispensable. In a colloquial, buddy-to-buddy tone, Schawbel covers topics including: using your existing job as a springboard to a better one; understanding the new rules of the workplace; pursuing continuing education; using social media appropriately; and getting promoted. He stresses the need to work within the system, focusing on ways that corporate life can be used to your advantage. While encouraging, the dull tone and familiar advice will make this book a tough sell. (Sept.) "Schawbel's book is a game-changer for any employee who is looking to get ahead at work. It reveals the skills and strategies that will turn you into a future leader." --Stephen R. Covey, New York Times bestselling author of *The 7 Habits of Highly Effective People* "Packed with research, real-life examples, and practical, concrete suggestions for action, Promote Yourself is an invaluable guide for anyone considering how to succeed better inside - and outside - of work." --Gretchen Rubin, #1 New York Times bestselling author of *The Happiness Project* "In this remarkable book, Schawbel gives you all the resources, advice, and inspiration you need to take charge of your own career and get ahead at work. Read Promote Yourself if you want to achieve your dreams and have fun doing it." --Jack Canfield, cocreator of the New York Times bestselling *Chicken Soup for the Soul* series "If you're just standing around waiting and hoping for the boss to notice you, I've got bad news: It's probably not going to happen. High-performing leaders are attracted to activity. You've got to get moving! In Promote Yourself, Dan Schawbel shows you what to do to get noticed - and get promoted - inside the company you're already with." --Dave Ramsey, New York Times bestselling author and nationally syndicated radio host "Promote Yourself is a tactical and practical guide to navigate the new world of work. It will inspire you to create your own career path and control your own destiny." --Guy Kawasaki, former chief evangelist of Apple, New York Times bestselling author of *Enchantment* and *APE* "Most career self-help books are written by pretenders for pretenders. Dan Schawbel's Promote Yourself is the opposite. Keen, insightful, and written by a realist and for the talented." --David D Alessandro, New York Times bestselling author of *Career Warfare* and former CEO of John Hancock "This is a book about freedom. The freedom to chart your own path, make your own ruckus, and stand up and say to the world, 'Here, I made this.'" --Seth Godin, New York Times bestselling author "Promote Yourself will motivate you to make a positive difference in your own career." --Patti Stanger, star of Bravo TV's *The Millionaire Matchmaker* "Promote Yourself is a very engaging and extremely thought-provoking read. The topic is both timely and highly relevant, and Dan sets the foundation with the facts and stories, distilled with both actionable and practical insights. I learned a lot from it and so will you! --Brad Smith, CEO of Intuit "Schawbel's book contains valuable, not so obvious insights to getting ahead in making your mark in today's competitive workplace. The book is based on Dan's solid research, provides sound advice, and just might be one of your most valuable reads." --Michael Feuer, founder of OfficeMax "Schawbel will help you navigate the new workplace with ease and give you all the tools you need in order to stand out at work and get promoted faster than your peers!" --Barbara Corcoran, founder of the Corcoran Group, investor / shark on ABC's *Shark Tank*, and author of *Shark Tales* "Promote Yourself is a fascinating read and also a practical guide, for anyone entering the job force. Right on! Thank you Dan for giving us inspiration, and a solid blueprint for building a successful career." --Richard Thalheimer, founder and former CEO of the Sharper Image "If you're just standing around waiting and hoping for the boss to notice you, I've got bad news: It's probably not

going to happen. High-performing leaders are attracted to activity. You've got to get moving! In *Promote Yourself*, Dan Schawbel shows you what to do to get noticed - and get promoted - inside the company you're already with." -- Dave Ramsey, New York Times bestselling author and nationally syndicated radio host "Promote Yourself is a tactical and practical guide to navigate the new world of work. It will inspire you to create your own career path and control your own destiny." --Guy Kawasaki, former chief evangelist of Apple, New York Times bestselling author of *Enchantment* and *APE* "Most career self-help books are written by pretenders for pretenders. Dan Schawbel's *Promote Yourself* is the opposite. Keen, insightful, and written by a realist and for the talented." --David D Alessandro, New York Times bestselling author of *Career Warfare* and former CEO of John Hancock "This is a book about freedom. The freedom to chart your own path, make your own ruckus, and stand up and say to the world, 'Here, I made this.'" -- Seth Godin, New York Times bestselling author "Promote Yourself will motivate you to make a positive difference in your own career." --Patti Stanger, star of Bravo TV's *The Millionaire Matchmaker*"Promote Yourself is a very engaging and extremely thought-provoking read. The topic is both timely and highly relevant, and Dan sets the foundation with the facts and stories, distilled with both actionable and practical insights. I learned a lot from it and so will you! --Brad Smith, CEO of Intuit "Schawbel's book contains valuable, not so obvious insights to getting ahead in making your mark in today's competitive workplace. The book is based on Dan's solid research, provides sound advice, and just might be one of your most valuable reads." --Michael Feuer, founder of OfficeMax "Schawbel will help you navigate the new workplace with ease and give you all the tools you need in order to stand out at work and get promoted faster than your peers!" --Barbara Corcoran, founder of the Corcoran Group, investor / shark on ABC's *Shark Tank*, and author of *Shark Tales* "Promote Yourself is a fascinating read and also a practical guide, for anyone entering the job force. Right on! Thank you Dan for giving us inspiration, and a solid blueprint for building a successful career." --Richard Thalheimer, founder and former CEO of the Sharper ImageAbout the AuthorDAN SCHAWBEL, recognized as a "personal branding guru" by the New York Times, is the managing partner of Millennial Branding, a Gen Y research and consulting firm. He is the author of the number one international bestseller *Me 2.0* and a columnist for both *Time* and *Forbes*. He has been featured in over one thousand media outlets, was selected for the "30 under 30" lists of both *Forbes* and *Inc.*, and was cited by *Businessweek* as someone entrepreneurs should follow on Twitter.