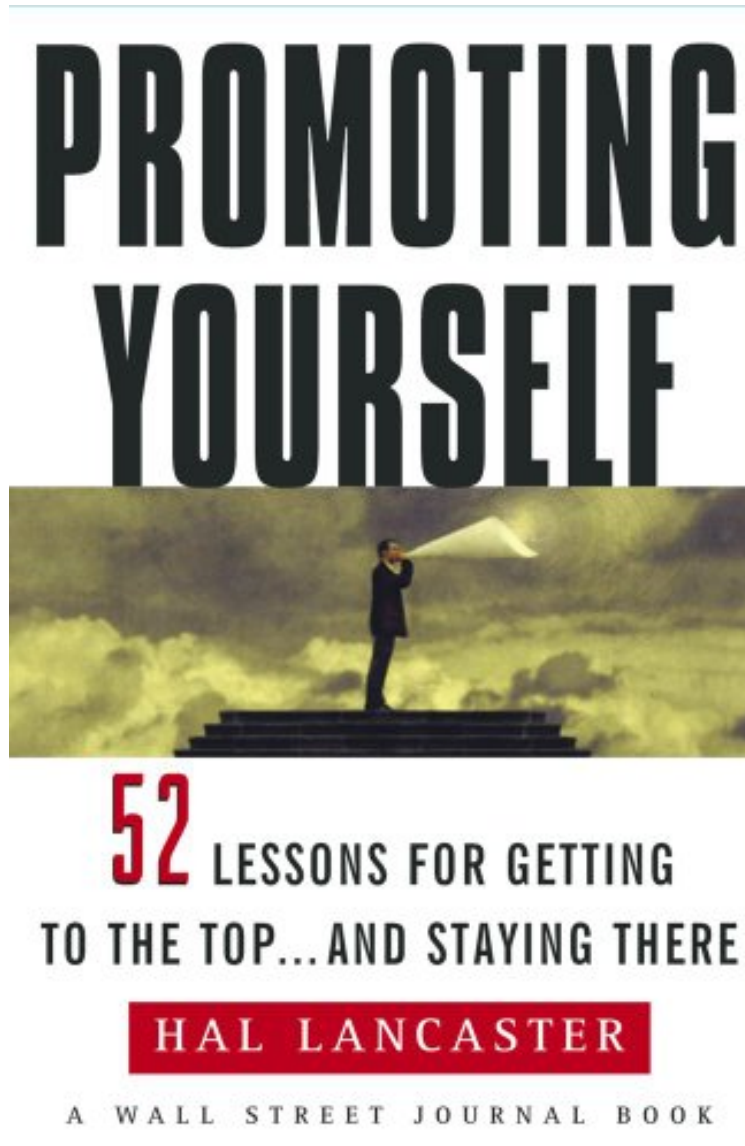


Promoting Yourself: 52 Lessons for Getting to the Top . . . and Stayin

Hal Lancaster

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Hal Lancaster : Promoting Yourself: 52 Lessons for Getting to the Top . . . and Stayin before purchasing it in order to gage whether or not it would be worth my time, and all praised Promoting Yourself: 52 Lessons for Getting to the Top . . . and Stayin:

3 of 3 people found the following review helpful. Informative, accessible, and usefulBy David StengleI enjoyed Lancaster's column in the journal and hoped he would distill his work there into book form. Much of what he describes

is done in other books; however he writes crisply and well. The book lacks jargon or chirpy advice. I find more balance in his examples than in most books of this type. He's clearly thought long and hard about these issues and it shows. 11 of 13 people found the following review helpful. Nothing New By A Customer Mr. Lancaster manages to pick some of the most intriguing topics for the "lessons" in his book, but time after time he glosses over them without saying much of anything new. These short essays (most are two pages long) do not have enough meat to make this book work. The table of contents looks good, but the payoff is just not there. 7 of 10 people found the following review helpful. Profiles Winners, and tries to create rules from them. By A Customer Mr. Lancaster knows a lot about careers. He wrote the 'Career Column' for the Wall Street Journal. I read that now, and it's pretty interesting (though I only agree with the 'conclusions' 50% of the time). I didn't find this book strong, though. The author finds winners, and picks out their career path, and then says "See, you do the same." He profiles a woman who became a CEO of a Silicon Valley company in one of the 52 chapters. She started out as a kindergarten teacher, then moved into business. Mr. Lancaster reprints her quote "I feel that being a kindergarten teacher is a great introduction to business, because you have to keep the attention of 30,50,100 people." HUH? I have three children, and holding their attention has little to do with business success, at least not that I've seen in my 20 years as an engineer and project manager. Also, the book does not take into account the existence of luck at all. Everyone who 'wins' the game of business did it through sheer intelligence and determination. That doesn't happen in the real world. There is luck involved. There are tens of thousands of engineers trying to do what Bill Gates did, and only about 1% are achieving even a small portion of his success. An author can take Bill G's life, show how "brilliant" he was for dropping out of Harvard as a freshman, and starting a highly risky technical firm. This is poor advice, though. I would never recommend anyone dropping out of Harvard to start a business. Just because it worked for Bill G doesn't mean it's a highly probable recipe for success. The author also frames issues too narrowly, and leaves out important aspects of people's lives. As a father, I'm not so willing to move from state to state as a rising executive. That's my choice. However, his 52 ways assume you'll do ANYTHING to get ahead, that your whole life is centered around business success. That's too narrow of a definition for me. The book assumes you'll pay any price to get ahead. Yet it doesn't state that directly, which is a very key point. He also left out some key psychological traits that business leaders possess: ruthlessness and an ability to feel comfortable winning at any cost, as long as the authority figure in your institution accepts it. This book is a quick read, because it's pretty superficial. If you've been in the business world for 10+ years, and you don't know a lot of these things by now, well, um, you need to pay attention more. If you're 100% committed to your business life, and you will do anything at anytime for anyone to get ahead, then you can learn some fine points of behavior from this book. Otherwise, this is like saying you'll be Bill Gates if you do what Bill Gates did.

Longtime Wall Street Journal columnist Hal Lancaster is tired of feel-good career guides written by football coaches and soap opera actors who boil the complex workplace down to buzzwords and platitudes. Refreshing and controversial, *Promoting Yourself* asserts that readers can best build their careers not by listening to so-called gurus, but by studying others like them who have flourished. Through stories of real-life professionals, *Promoting Yourself* reveals a workplace that requires you to pit your competitive fire against a horde of ambitious bosses, peers, and subordinates, all seeking the brass ring of success. Lancaster shows you how with tough, savvy answers to the fundamental questions: How can you find the right job? How can you improve your job? When should you leave? How do you survive your boss's foibles? How do you make sense of all the mergers, technological advances, and cultural changes that have muddied the career waters? When is it necessary to ignore the incessant calls of "family first"? *Promoting Yourself* gives readers the street smarts and insight needed to tackle the highly political and often unjust reality of corporate life.

.com Whether you're looking for a new job or seeking to advance in the one you already have, an ever-tightening market and the ever-toughening competition will not be giving you any slack. *Promoting Yourself*, by veteran Wall Street Journal careers columnist Hal Lancaster, offers 52 ways to even up the score--and then some. Writing from a tradition-based yet thoroughly modern point of view "for people who question the quick-fix psychobabble served up by the empowered, self-actualized, spirituality-seeking nexus that now dominates the overstuffed career advice field," Lancaster refreshingly addresses real-world situations with real-world suggestions. When writing a reacute;sumeacute;, for example, he advocates replacing "vagaries with specifics" by substituting solid accomplishments for empty adjectives. Consequently, he urges learning all you can about a prospective employer before an interview and then anticipating everything they will want to know about you. Other issues Lancaster tackles include leadership, promotion, advanced education, management (for first-timers as well as the more experienced), job-hopping, time off, buy-outs, mergers, start-ups, office politics, and a few "alternative paths to glory" such as turning a hobby into a career and becoming a free agent. There's plenty of solid advice here that anyone can use to better their working lot in life. --Howard Rothman From Booklist A whopping helping of street smarts and just plain common sense are what Wall Street Journal reporter Lancaster offers--and more than what most self-proclaimed career coaches add to our professional lives. He bases his "lessons" (two- to three-page, one-idea interviews) on real stories, real

experiences, and real careers. Thinking about getting ahead? Volunteer for the dirty work, the assignments everyone else avoids. Do resumes have to be populated with turgid professional prose? Fuhgeddaboudit--and concentrate instead on straight accomplishment-driven sentences. His list goes on and on, supplemented by some necessary humor and down-to-earth advice. There is no easy path to the top--except one that's built on ability, powerful sponsors, attention-getting assignments, and, yes, just plain luck. The best job-guide reference any graduate--of a bona fide school or the hard-knocks variety--could get. Barbara JacobsCopyright copy; American Library Association. All rights reserved Booklist A whopping helping of street smarts and just plain common sense...The best job guide any graduate -- whether of a bona fide school or the hard-knocks variety -- could get.