



Me 2.0: Build a Powerful Brand to Achieve Career Success

By Dan Schawbel

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Me 2.0 is the handbook for surviving and thriving in the digital age. Highlights include:

- An effective 4-step process for discovering, creating, communicating, and maintaining a personal brand.
- Expert insight into how blogs, podcasting, and social networks can position individuals to find careers based on their passion and experience.
- A complementary website (www.personalbrandingbook.com) with helpful templates for each tool in the personal branding kit (i.e. resume, portfolio, etc.).
- Proven advice on branding from leading industry experts.
- Tips on using social media tools for personal empowerment, confidence building, and professional networking in order to attract jobs directly, without having to perform tedious job searches.
- Strategies for creating an online and offline presence for career protection and self-promotion.

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Me 2.0: Build a Powerful Brand to Achieve Career Success By Dan Schawbel Bibliography

- Sales Rank: #969256 in Books
- Brand: Brand: Kaplan Publishing
- Published on: 2009-03-31
- Released on: 2009-03-31
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .70" w x 6.00" l, .75 pounds
- Binding: Paperback
- 256 pages



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Editorial Review

From School Library Journal

In these uncertain times, new graduates and the newly unemployed need to manage their online images to find employment. This outstanding, easy-to-read guide shows millennial job seekers how to promote themselves both online and offline via Schawbel's concept of personal branding, or "how we market ourselves to others." Although he did not create the concept, Schawbel has successfully used e-marketing strategies, including many web 2.0 social networking technologies, such as blogs, wikis, and podcasts, to advance his career. He has also established himself as an authority in assisting others with these goals through his four-step method, i.e., discovering, creating, communicating, and maintaining individuals' personal brands. This enjoyable read is enhanced by gray-shaded informational sidebars, a glossary, and many testimonials about the success of Schawbel's method. Well suited to both students and the general public, this timely title is also recommended for human resource and recruiting professionals.—Caroline Geck, Lib. Media Specialist, Newark Public Schs., NJ

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About the Author

Dan Schawbel is the Managing Partner of Millennial Branding, LLC, and the leading authority on personal branding. His award winning blog, PersonalBrandingBlog.com, is syndicated by major networks such as Reuters and Fox Business, was named the #1 job blog by Careerbuilder, and is a top 30 AdAge marketing blog. Dan is also the publisher of Personal Branding Magazine, a syndicated columnist for Metro US, and the youngest columnist at BusinessWeek. He's been featured in more than 150 media outlets, including The New York Times, The Wall Street Journal, CBS, Fox, ABC News, NPR, USA Today and Details Magazine. Dan is a keynote speaker at colleges and universities, such as Harvard and MIT, and at major companies, such as Time Warner and CitiGroup. He helps both individuals and companies with creative branding solutions.

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From reader reviews:

Sonia Shipley:

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