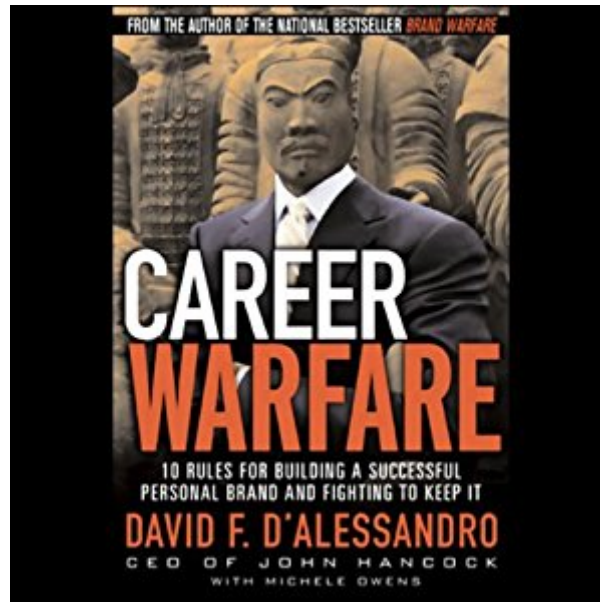


The book was found

Career Warfare: 10 Rules For Building Your Successful Brand On The Business Battlefield



Synopsis

In his signature, outspoken style, D'Alessandro offers concrete advice on building a reputation that commands respect, coping with office politics, and surviving the less-than-sane aspects of any organization. He explains why only 20 percent of the people in a given corporation are truly valuable to the organization, demonstrates the right way to polish the boss's image and prevent the boss from tarnishing the listener's, and provides valuable lessons in the etiquette of reputation building.

Book Information

Audible Audio Edition

Listening Length: 4 hours and 26 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: McGraw-Hill Education

Audible.com Release Date: February 28, 2006

Language: English

ASIN: B000EQHWF6

Best Sellers Rank: #3 in Books > Audible Audiobooks > Business & Investing > Business Life
#52 in Books > Audible Audiobooks > Business & Investing > Careers #249 in Books >
Business & Money > Job Hunting & Careers > Guides

Customer Reviews

First off, I must say in this area of work, I am weaker and not as perceptive when it comes to politics and brand. This is a GREAT book for anyone new to corporate America, an emerging leader or for those like myself who are weak in this area. The author has the experience, introspection, thoughts and titles that give this book credence. He is/was the CEO of John Hancock and worked in marketing as well. His style is very straightforward with no fluff. He has a good sense of humor as well which he uses to bring across his points. I appreciate the honesty in the examples as many of them are personal. I found myself nodding or laughing often as the concepts ring true to what truly happens. I was hesitant to read the book as it seemed like a strategy or something people would read and fake to get ahead. However I realized brand as he discusses is nothing more than your character which comes out of our actions. I have no trouble agreeing with that which made it make a lot of sense. He walks through all aspects of a career, who you might encounter, your boss, rules to live by and packs in a lot of nuggets. I read the book in 2 days and it revolutionized my perspective on how I think and know things work. This probably won't be new news to anyone, but it brings it all

together with no sugar coating and provides a layer of the onion (Executive) we rarely don't get to see and think we understand. Excellent book, one I will come back to and it is starred, underlined and written all over now from what I found impactful.

Although I graduated from a good college and managed to build a successful career, I can only imagine the time and effort I could have saved had I read this book earlier. I now recommend this to all my students. This isn't just another "work hard, be nice and network" book; it gives specific advice on quitting dead-end jobs, becoming a rainmaker, or hitching your career to the right people. As mentioned, it's best suited for someone just starting out, so if you know anyone who's about to graduate from college, this would make a great gift.

Nothing earth shattering here. Maybe my expectations were too high as so many folks recommended this book. Unless you've never read ANY career advice book, I'd suggest another.

[Download to continue reading...](#)

Career Warfare: 10 Rules for Building Your Successful Brand on the Business Battlefield
The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand
Brand Strategy 101: Your Logo Is Irrelevant - The 3-Step Process to Build a Kick-Ass Brand
(The 7 Steps to a Successful Business in a Changing Market)
How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity
How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity
Antietam National Battlefield (Civil War battlefield series)
Normandy: Battlefield Guide (Major and Mrs Holt's Battlefield Guides)
Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1)
Career Building Through Creating Mobile Apps (Digital Career Building)
Career Building Through Interactive Online Games (Digital Career Building)
Career Building Through Using Digital Story Tools (Digital Career Building)
Career Building Through Using Digital Publishing Tools (Digital Career Building)
Career Building Through Using Digital Design Tools (Digital Career Building)
Career Building Through Podcasting (Digital Career Building)
Roman Warfare (Smithsonian History of Warfare)
Warfare in the Classical World: An Illustrated Encyclopedia of Weapons, Warriors, and Warfare in the Ancient Civilizations of Greece and Rome
Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition
BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan !

-business plan template, business plan guide - You've Passed the CPA Exam: Your Guide to a Successful Career in Finance and Accounting: The Career CPA, Book 2 Start a Successful Photography Business in 34 Days: Actionable steps to plan a portrait or wedding photography business, develop a brand, launch a website, write a marketing plan & more.

[Dmca](#)