


Career Warfare: 10 Rules for Building a Successful Personal Brand on the Business Battlefield (Paperback)

By David F. D'Alessandro

McGraw-Hill Education - Europe, United States, 2008. Paperback. Condition: New. 2nd edition. Language: English . Brand New Book. A refreshing message . . . from someone who has fought many corporate wars. -The New York Times With the latest stories from D'Alessandro's neverending collection of corporate derring-do and new insight on the global battlefield, the nationally bestselling Career Warfare is more essential than ever when navigating your way to success. D'Alessandro dares to speak the truth. If you don't manage your own reputation, those around you will. This is no theoretical exercise. In corporate America, people talk about you every day. You can affect what they say. With a cut-the-crap sharp eye for the passions, yearnings, and follies that drive every organization, D'Alessandro draws apart the drapes and reveals what it really takes to get ahead in business. -James Carville, author and Democratic Strategist With good jobs becoming harder to find, D'Alessandro's sage advice is more timely and important than ever, especially for those who are trying to build their personal brands and enhance their careers at the same time. - Tom Neff, Chairman, U.S., Spencer Stuart Smart, strategic, and useful career advice from...

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Reviews

The best book I actually go through. It can be full of wisdom and knowledge. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Prof. Greg Herzog

This book is definitely worth acquiring. Yes, it is enjoyable, still an amazing and interesting literature. It has been written in a remarkably basic way and is particularly simple soon after I finished reading through this PDF where it actually changed me, affected the way in my opinion.

-- Murray Marquardt