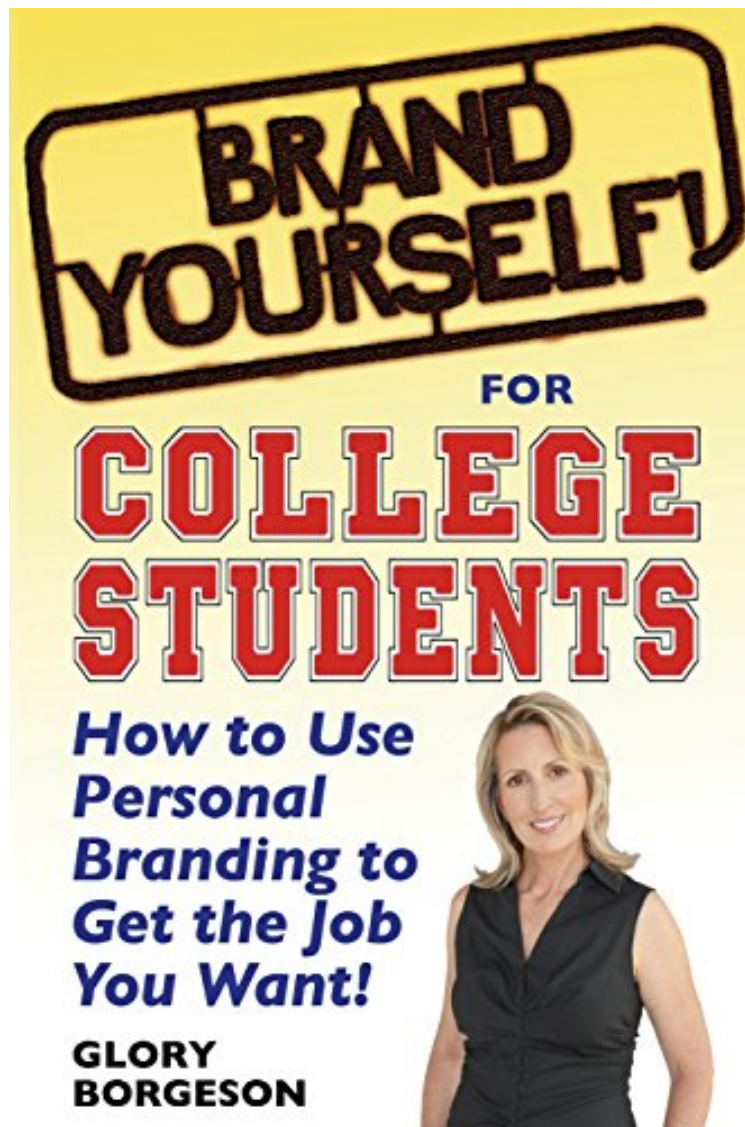


[Mobile book] Brand Yourself! for College Students: How to Use Personal Branding to Get the Job You Want!

Brand Yourself! for College Students: How to Use Personal Branding to Get the Job You Want!

Glory Borgeson

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0 of 0 people found the following review helpful. I feel it's great to review and re educate ourselves on what companies ...By CustomerI originally bought it for my son who is graduating soon, however after reading it for myself, I feel it's great to review and re educate ourselves on what companies are looking for. Times have changed and even as a GenXer with a great work ethic, I needed a refresher! It's an easy read, to the point, and helps re-evaluate all of us worker bees self worth and what we bring to the table. Every college student needs to go into the workforce with the insight Glory brings!0 of 0 people found the following review helpful. What your mother/father didn't tell you about careers...By Meryl MI've just read Glory Borgeson's book on behalf of two nieces who are in college now. My nieces, like many others their age, are pretty sophisticated and their parents are on top of things like web presence, etc. Still, with all the information and resources they have, Borgeson's book will be a valuable read for both girls. One, it has advice and counsel that serve as do's and don't's for getting a foot in the door. Especially helpful are the guidelines for looking at one's career search as a marketing campaign, with exercises to hone one's thinking and a measured, step-by-step process for creating a strategic action plan. While this type of approach is all over the career literature written for people in their Thirties and Forties, Borgeson has crafted something fresh and spare to appeal to the younger set. Two, the book has surprising tips on the subtleties of a first career search. I liked the one about wearing a watch to interviews, since most 20 somethings use their mobile devices to check the time and would look outright rude to most interviewers if they were to whip out their cel rather than glance at a watch. Borgeson's examples of behavior blindspots in interviews made me laugh outright, so silly did they seem. But then I thought back to my own naivete as I was entering the work force and had to confess I made some of those blunders. Short of giving my nieces sessions with their own career coach as a graduation gift, I plan to give them both this book, in the beginning of their senior year and sit back to enjoy the accolades!Meryl M, Executive Coach Consultant1 of 1 people found the following review helpful. Quite handy for college studentsBy Andrea K.This book has some great tips for college students who are looking for internships or their first full time job. It is an easy and quick read, and the exercises are helpful. Any student would benefit from reading this before a career fair or interview. Some of the chapters about what to wear and how to speak during interviews I had heard many times before, but the idea of branding yourself was something I had not heard. The author does a good job explaining how to sell your skills and your personality like a product. I would recommend this book to college students in their sophomore or junior year.

If you don't brand yourself, someone else will and it probably won't be the brand you want. That is author Glory Borgeson's motto when it comes to personal branding. She advocates taking charge of your brand because, if you don't, other people will.Do you really want someone else deciding who you are, what your skills are, and what your skills are not, so that it results in not getting the job you want?Or would you rather control your own personal brand and decide who you are and what you're good at, and communicate that personal brand clearly to other people so that you get the job?How you come across to hiring managers will determine if you get a job offer. College students have a lot to consider before they create a resume and head out for interviews. Besides all of the factors that go into your appearance, you need to figure out what the hiring managers in your field really want in a new employee (and then make a plan to deliver it).You do that by creating a brand (yourself) and then selling it.Some employers are tired of working with people in their 20s who don't know how to act in the workplace. Rather than take a chance on another younger employee, many managers are hiring people in their 30s instead of someone in their 20s because they don't want to deal with the possibility of another 20-something making unwise workplace choices. Therefore, your competition for the job is no longer just your peers. Now you're competing for jobs with people who are older than you are.Read this book to learn how to brand yourself and how to use your brand to get the job you want!

Your college years will be over soon. Start working on your personal brand now so that you'll be ready when you're looking for your first great job. Read this book to help you build your personal brand step-by-step.