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## Reinventing You: Define Your Brand, Imagine Your Future

*Dorie Clark*

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#108613 in eBooks 2013-03-19 2013-03-19 File Name: B00B6U63XQ 1.04 | File size: 31.Mb

**Dorie Clark : Reinventing You: Define Your Brand, Imagine Your Future** before purchasing it in order to gage whether or not it would be worth my time, and all praised Reinventing You: Define Your Brand, Imagine Your Future:

4 of 4 people found the following review helpful. What do you want in your career? Here's how to get it!By Douglas N. Burdett[[VIDEOID:883d9d5be16f2299c440b32f8e7f317a]]The book has been out for a couple of years now and it's just as relevant as when it first published. Maybe even more so.One of my favorite concepts from the book is that in today's world, reinventing you isn't optional. In other words, you can either reinvent yourself proactively and have a lot of control over the trajectory of your career, or you can wait for it to happen to you and let the chips fall where they may.Let me ask you a question - if you're my age, are you doing the same job (or even profession) as when you first

entered the work force? And let's say you just entered the workforce - how much do you want to bet that your career is going to take a lot of twists and turns? In "Reinventing You", Dorie Clark helps you think about how you'd like to be seen in the world and then shows you how to develop a strategy to accomplish that. When I was 26 I decided I didn't want to continue my career as an Army officer. I ultimately got out of the army and went back to school and everything turned out fine. But during that career transition I learned the hard way a lot of the lessons that are in this book. I wish I'd had this book then. To listen to an interview I did with Dorie Clark about "Reinventing You", visit [MarketingBookPodcast.com](http://MarketingBookPodcast.com) 29 of 31 people found the following review helpful. If you're looking for practical tools to stand-out in the digital age, I'd highly recommend it. By Dustin A Watkins Dorie is well-known for her expertise in marketing strategy. What I didn't realize was her passion for personal branding. It's an important topic, and one to which she's brings considerable professional and personal experience. In this book, she offers practical tools to help ANYONE position themselves for success, helping others to understand who you are and the value you provide. While offering deep wisdom on brand building strategies and tactics, the book remains very much accessible to lay people who don't have the time to dive full-in. Throughout the book, I found myself consistently thinking of friends who might benefit: a recently unemployed newspaper veteran, a church staffer transitioning to the non-profit world, a young professional looking to stand-out in her office, etc. Though comprehensive, it was surprisingly concrete and down to earth and gave lots of actionable advice. If you're looking for practical tools to stand-out in the digital age, I'd highly recommend it. 2 of 2 people found the following review helpful. For a very specific audience By Kara This book is written for: people well-established in their careers looking to change roles or fields altogether, people who know what their dream job is, young people starting out who want to make sure they get to the top This book is not written for: people for whom work is "just a job," people who have no idea what they want to do with their lives, people who perform at a mediocre level Feel free to call that snobby--it is what it is, and you need to know that upfront. I don't think it's snobby; I think it just has a specific audience. If you're not that audience, this book isn't going to be able to do much for you. One of this book's one star reviews says, "The book speaks only to the multi-degree'd and fully funded reinvention- not the 'lost my job at 45 with a few months savings and one degree to my name' - I would hope if I had degrees from Harvard and Stanford and was a CFO, I'd be savvy enough to figure out what's next without Dorie Clark. But no, I made the mistake of thinking she'd address the real issue of the middle-waged and middle-aged needing to carve a niche in the new employment market of unpaid internships." The reviewer has a point (one I don't wholly disagree with) which is why I'm posting it here. If that is what you want out of this book, you will be disappointed. This book is also not written for: people who have studied branding. This is a primer, not an in-depth, next level discourse. Now, ALL OF THAT SAID, I loved it. I absolutely loved it. I devoured it on a plane ride and finished it feeling inspired. I'm going to lend this to everyone I mentor (I generally mentor people just starting out who haven't yet gotten to the place they want to be yet). I'm going to use twitter more effectively. I'm going to ask HR for a 360 evaluation. Hell, my new big goal for 2014 is to get myself a speaking engagement. I finished this book ready to go. I would highly recommend it to any ambitious folks out there. Dorie Clark is kind of my new hero.

A step-by-step guide to reinventing you Are you where you want to be professionally? Whether you want to advance faster at your present company, change jobs, or make the jump to a new field entirely, the goal is clear: to build a career that thrives on your unique passions and talents. But to achieve this in today's competitive job market, it's almost certain that at some point you'll need to reinvent yourself professionally. Consider this book your road map for the next phase of your career journey. In Reinventing You, branding expert Dorie Clark provides a step-by-step guide to help you assess your unique strengths, develop a compelling personal brand, and ensure that others recognize the powerful contribution you can make. Mixing personal stories with engaging interviews and examples from well-known personalities—Mark Zuckerberg, Al Gore, Tim Ferriss, Seth Godin, and others—Reinventing You shows how to think big about your professional goals, take control of your career, build a reputation that opens doors for you, and finally live the life you want.