

# PROMOTE YOURSELF DAN SCHAWBEL

READ BY MIKE CHAMBERLAIN

How people perceive you has always been critical to a successful career. Add in the Internet, social media, and the unrelenting hum of 24/7 business, and the ability to brand and promote yourself effectively becomes essential for young professionals to land the job, earn the raise, or get that much-deserved promotion. It is only with the ability to promote yourself that managers and executives can see Gen Y workers as invaluable employees, game-changing managers, or the people whose names are synonymous with success. So how do they stand out and get ahead?

Drawing on proprietary research and countless interviews with the most dynamic professionals in business today, career guru Dan Schawbel takes listeners through his step-by-step process of creating unique personal brands and leveraging them to maximum advantage. He provides listeners with the skills and message they'll need to get ahead today and for the rest of their careers.

**"Packed with research, real-life examples, and practical, concrete suggestions for action... An invaluable guide."**

**—Gretchen Rubin, #1 *New York Times* bestselling author**

**DAN SCHAWBEL**, recognized as a "personal branding guru" by the *New York Times*, is a columnist for *Time* and *Forbes*, and was cited by *Businessweek* as someone entrepreneurs should follow on Twitter.

**MIKE CHAMBERLAIN** is an actor and voice-over performer in Los Angeles. His voice credits range from radio commercials and television narration to animation and video game characters. Stage trained at Boston College, he has performed works from Shakespeare and the classics to contemporary drama and comedy.

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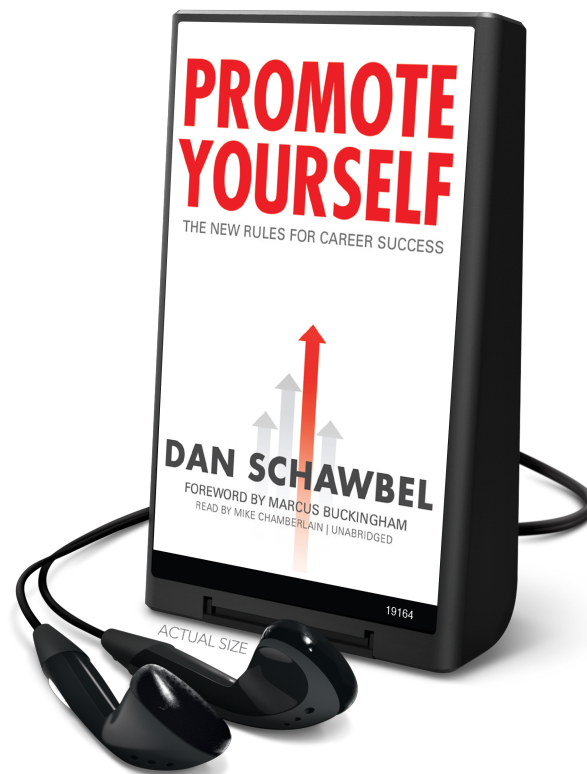
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