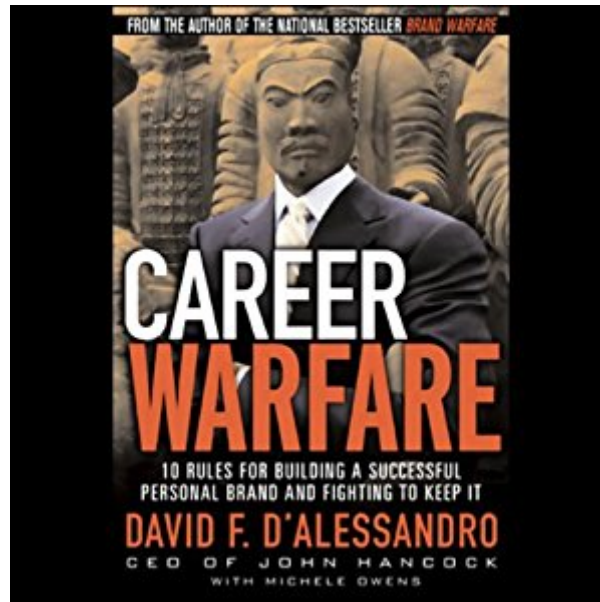


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# Career Warfare: 10 Rules For Building Your Successful Brand On The Business Battlefield



## 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

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## 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.

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