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Ditch, Dare, Do: 3D Personal Branding for Executives

William Arruda, Deb Dib

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Personal branding is today's killer app and must-have skill for career-minded leaders, executives, their teams, and their companies.

Why? In today's new world of work every executive is a contract player, every company needs strongly branded employees, no one has any time--and traditional career management just doesn't work.

What does work? Personal branding--and *Ditch. Dare. Do!* leads the charge with executive branding revolutionized for the time intensive, rapidly evolving 21st century workplace.

Ditch. Dare. Do! is filled with fast, fun, furious branding--66 bold and brief tips designed for today's 24/7 schedules and dwindling attention spans. It's the definitive (and irreverent) career and corporate success plan for defining, aligning, and living the power of brand--with an action plan that can be executed in 9 minutes a day!

Challenging long-held assumptions and habits, the authors dare the reader with a "ditch" (a mindset that must be shattered), a "dare" (a challenge to up their game), or a "do" (a critical action that must be taken to ensure success).

Although *Ditch. Dare. Do!* is revolutionary, it's also evolutionary--the next-generation of time-tested Reach Personal Branding methodology developed by author William Arruda (dubbed "Personal Branding Guru" by *Entrepreneur*), and used by Fortune companies, leading universities, and hundreds of Reach's Certified Personal Branding Strategists worldwide for more than a decade.

Executives (indeed anyone building a career) who follow this proven "GPS for success" will advance faster, support the corporate brand, deliver greater value to their companies--and become influential, indispensable, and incredibly happy at work!

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This Ditch, Dare, Do: 3D Personal Branding for Executives book is simply not ordinary book, you have after that it the world is in your hands. The benefit you get by reading this book is usually information inside this publication incredible fresh, you will get data which is getting deeper you read a lot of information you will get. This particular Ditch, Dare, Do: 3D Personal Branding for Executives without we comprehend teach the one who studying it become critical in contemplating and analyzing. Don't end up being worry Ditch, Dare, Do: 3D Personal Branding for Executives can bring once you are and not make your carrier space or bookshelves' grow to be full because you can have it inside your lovely laptop even telephone. This Ditch, Dare, Do: 3D Personal Branding for Executives having excellent arrangement in word as well as layout, so you will not experience uninterested in reading.

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