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Define Your Brand

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communication consultant Dorie Clark  
provides a step-by-step guide to help  
you assess, build, and reinvent your  
personal brand. You may be taking on  
a new challenge or a career change,  
shifting into more meaningful work, or

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In Reinventing You, branding expert

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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.

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

"Reinventing You" is an in-depth assessment of where you are right now, where you want to be and how to get there. Through reflections, formed focus groups, mentorship I will be able to craft your brand and finally have a plan of action for your professional advancement.

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One of the best books I 've read on how to go about reinventing yourself

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and building your brand is Reinventing You: Define Your Brand, Imagine Your Future, by Dorie Clark. With Reinventing You, Clark gives you a step-by-step guide to help you assess your unique strengths, develop a personal brand, and ensure that others recognize the powerful contribution you can make.

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A step-by-step guide to reinventing you - Whether you want to advance faster at your present company, change jobs, or make the jump to a new field entirely, ...

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Reinventing your personal brand allows you to optimize your life,

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constantly explore new professional frontiers, and be the person you want to be. Congratulations on taking the next step." To which I presume to add, "Bon voyage!"

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3 min read. I came across Dorie 's work and was instantly hooked by her friendly yet informative and thought provoking writing. Having successfully reinvented herself on more than one occasion, she documented and generously shared her process. Her book, ' Reinventing you - define your brand, imagine your future ', is highly insightful and relatable and provides a clear roadmap to help shape your new career, starting from your unique

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

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"Bon voyage!"

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