

## The Brand You 50 Reinventing Work

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The Brand You 50 is Peters's manifesto for today's knowledge workers. It joins his Reinventing Work series, which includes The Projects 50 and The Professional Service Firm 50. In The Brand You 50, Peters sees a new kind of corporate citizen who believes that surviving means not blending in but standing out. He believes that "90+ per cent of White Collar Jobs will be totally reinvented/reconceived in the next decade" and that job security means developing marketable skills, making yourself ...

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In short, he will show you how to turn yourself into . . . Brand You. See also the other 50 List titles in the Reinventing Work series by Tom Peters -- The Project 50 and The Professional Service Firm 50 -- for additional information on how to make an impact in the professional world.

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The Brand You 50 (Reinventing Work)-Tom Peters 1999-12-15 Michael Goldhaber, writing in Wired, said, "If there is nothing very special about your work, no matter how hard you apply yourself you won't get noticed and that increasingly means you won't get paid much either. In times past you could be obscure yet secure -- now that's much harder."

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Knopf plans five books in the Reinventing Work series, but for now, there are three: The Brand You, The Project and The Professional Service Firm. Each of the pocket-size hardbacks starts with a description of an unemployed, Dilbert-ized landscape, followed by 50 ways to sidestep such a fate.

~~The Brand You 50 : Or : Fifty Ways to Transform Yourself ...~~

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Lately you have decided that your brand  and look  has gotten rather stale. It happens. But you are already on the right path by knowing you need a brand refresh. Brands, small and large, are rebranding all the time. (You can peek at some of those changes on the Brand New blog.) Whil...

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