



Summary: Career Warfare - David d'Alessandro: 10 Rules for Building a Successful Personal Brand and Fighting to Keep It

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Complete summary of David D'Alessandro's book: "Career Warfare: 10 Rules for Building a Successful Personal Brand and Fighting to Keep It."

This summary of the ideas from David D'Alessandro's book "Career Warfare" shows how the true tests of your business career are never quite what you expect them to be. Nowadays, it is not enough to just work hard, get good performance reviews and do the right things - it's all about your personal brand. In his book, the author presents 10 rules for building and keeping a great personal brand. By reading this summary, you will learn how to apply those rules in order to start getting the promotions and recognition that you deserve.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Career Warfare" and discover the 10 rules for building your personal brand and standing out from the corporate crowd.

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