



# Self-Management and Self-Marketing: A strategic approach to employability skills development

*By Valeri Chukhlomin*



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Students will learn how to use contemporary learning theories and fundamental management and marketing concepts to guide their self-and career development. The book describes learning activities aimed at developing, documenting, evaluating, peer-reviewing, presenting and improving students' practical self-management and self-marketing competencies and skills. The students will learn how to use e-portfolios, self-assessment tools, personal dashboards and social media tools to support their ongoing personal and professional development and develop effective strategies for self-improvement and self-promotion.



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**Self-Management and Self-Marketing: A strategic approach to employability skills development** By Valeri Chukhlomin Bibliography

- Sales Rank: #493162 in Books
- Published on: 2015-05-04
- Original language: English
- Dimensions: 11.00" h x .26" w x 8.50" l,
- Binding: Paperback
- 112 pages



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#### **About the Author**

Valeri Chukhlomin, PhD, is Associate Professor and Academic Area Coordinator in the Center for Distance Learning at SUNY Empire State College in Saratoga Springs, NY. Before joining SUNY Val worked in Australia and Russia.

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