



Ditch. Dare. Do!: 3D Personal Branding for Executives

By 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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- Sales Rank: #468774 in eBooks
- Published on: 2013-04-23
- Released on: 2013-04-23
- Format: Kindle eBook

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Editorial Review

Review

"William Arruda and Deb Dib understand personal branding better than anyone. In this invaluable guide, they lay out the essential points in quick, actionable tips that will allow readers to develop their own personal brands--for greater effectiveness and satisfaction at work."

Gretchen Rubin, author of the New York Times #1 bestsellers *The Happiness Project* and *Happier at Home*

*"Did you know that 9 minutes a day, 5 days a week, adds up to nearly 40 hours -- one workweek -- over the course of a year? Nine minutes is not very much time, but according to the authors of *Ditch, Dare, Do*, that's all you need to make a significant difference in your life. This book is packed with quick-execute tips that will help you identify what you stand for, what you're good at, and what you want to be remembered for, and then make the most of that information in your career. This book issues a rousing challenge -- are you up for it?"*

Daniel H. Pink, author of *Drive* and *A Whole New Mind*

"With wisdom and wit, personal branding pioneers William Arruda and Deb Dib have evolved the best of executive branding into dynamic actions and strategies that tame today's frenetic workplace, transforming it into an opportunity-rich, brand-building environment for professionals seeking more success and personal fulfillment."

Marshall Goldsmith, New York Times bestselling author of *MOJO* and *What Got You Here Won't Get You There*

*"*Ditch. Dare. Do!* helps you get career clarity, gain momentum, and make success your new norm."*

Martin Yate, New York Times Bestselling Author of the *Knock 'em Dead* series of career books.

*"You won't find anyone who knows more about branding than William Arruda. And his new book, *Ditch. Dare. Do!*, will ensure YOU decide how you're known in the world -- and make it happen fast. Buy a copy for everyone in your organization."*

Michael Port, NY York Times bestselling author of *Book Yourself Solid Illustrated*

From the Author

We wrote *Ditch. Dare. Do!* for you--today's executive--because we know that security and momentum come not from job search, but from building an authentic branded reputation that attracts right-fit opportunities. And we wrote it because we know that your company's success increasingly depends upon you, and all employees, to be branded. From our work with thousands of executives like you, we know that personal branding lets you show the world your best self, personal branding is the single best way to become happier and more successful, and branding yourself will make your company more successful too. We also know that you likely don't have the personal branding skills or time to make any of that happen. So we wrote *Ditch. Dare. Do!* for you!

From the Inside Flap

The only employment insurance is a strong personal brand!

Although relevant to job seekers, *Ditch. Dare. Do!* was written for executives working inside organizations who want to expand their success, have fun doing it, and never again scramble to achieve a coveted promotion, land a great position, or transition to a dream career. It acknowledges that we all spend so much time working *in* our careers that we have little time to work *on* them--and it provides 66 practical tips for changing that in as few as 9 minutes a day of focused action. Readers who "ditch" old mindsets, "dare" to take risks to up their game, and "do" critical actions that must be accomplished, will uncover and project a uniquely powerful personal brand--today's key to influence and happiness.

Users Review

From reader reviews:

Phyllis Branson:

Have you spare time for just a day? What do you do when you have far more or little spare time? Sure, you can choose the suitable activity for spend your time. Any person spent their very own spare time to take a stroll, shopping, or went to the Mall. How about open as well as read a book eligible Ditch. Dare. Do!: 3D Personal Branding for Executives? Maybe it is to be best activity for you. You understand beside you can spend your time with the favorite's book, you can more intelligent than before. Do you agree with the opinion or you have various other opinion?

Lavonne Ouellette:

The publication untitled Ditch. Dare. Do!: 3D Personal Branding for Executives is the book that recommended to you to see. You can see the quality of the publication content that will be shown to you actually. The language that publisher use to explained their ideas are easily to understand. The writer was did a lot of investigation when write the book, therefore the information that they share for your requirements is absolutely accurate. You also could get the e-book of Ditch. Dare. Do!: 3D Personal Branding for Executives from the publisher to make you considerably more enjoy free time.

Trina Durham:

People live in this new moment of lifestyle always try to and must have the free time or they will get large amount of stress from both way of life and work. So , whenever we ask do people have extra time, we will say absolutely sure. People is human not only a robot. Then we ask again, what kind of activity are you experiencing when the spare time coming to you of course your answer will certainly unlimited right. Then ever try this one, reading publications. It can be your alternative within spending your spare time, often the book you have read will be Ditch. Dare. Do!: 3D Personal Branding for Executives.

Denise Wentzel:

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soon. If you did not possess much space to bring often the printed book, you can buy often the e-book. It is make you easier to read it. You can save typically the book in your smart phone. And so there are a lot of benefits that you will get when one buys this book.

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