



Comment développer sa marque personnelle ?: L'essentiel du personal branding (Coaching pro t. 37) (French Edition)

Benjamin Fléron, 50 minutes

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Un guide pratique et accessible pour apprendre à développer votre marque personnelle !

De plus en plus utilisé, le *personal branding*, également appelé « marketing personnel », est une nouvelle réalité qui interpelle. Qu'est-ce donc que cette pratique qui se répand tant chez les chercheurs d'emploi que parmi les recruteurs ? En quoi consiste-t-elle ? À quoi peut-elle bien servir concrètement ? Et plus largement, comment gagner en notoriété sur la Toile ?

Ce livre vous aidera à :

- Vous démarquer de vos concurrents
- Créer votre réputation numérique
- Gérer et dynamiser votre carrière professionnelle
- Et bien plus encore !

Le mot de l'éditeur :

« Avec l'auteur, Benjamin Fléron, nous avons cherché à sensibiliser les lecteurs aux nombreux avantages qu'offre une démarche de personal branding, afin qu'ils deviennent eux-mêmes leur propre atout de vente. »
Juliette Nève

À PROPOS DE LA SÉRIE 50MINUTES | Coaching pro

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