



Erfolgsfaktor Eigenpositionierung: Karriere neu gedacht (German Edition)

Wolfram Schön

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Eine selbstbestimmte und zielgerichtete berufliche Karriere kommt nicht von ungefähr. Die persönliche Laufbahn ist vielmehr das Ergebnis eines dynamischen Prozesses, in dem sich jeder immer wieder bewusst mit der eigenen Entwicklung, Performance und Ambition beschäftigen muss. Die daraus resultierende Eigenpositionierung bildet die Grundlage einer authentischen, konsistenten und erfolgreichen Selbstvermarktung.

Dieses Buch unterstützt Sie wirksam bei der aktiven Gestaltung Ihrer Karriere. Der Autor Wolfram Schön zeigt Ihnen, wie Sie strukturiert Ihre eigenen Stärken sowie beruflichen Ziele ermitteln und sich durch persönliche Performance positiv bemerkbar machen. Der erfahrene Coach und Marketingexperte nutzt dabei die Grundsätze des Produktmarketings, die Ihnen effizient dabei helfen, zum Manager in eigener Sache zu werden.

Ein durchgängiges, ausführliches Fallbeispiel macht die Inhalte praktisch greifbar; zahlreiche Checklisten für die Eigenbild-Analyse und zur Erstellung Ihres persönlichen Marketingplans ermöglichen die direkte Umsetzung.

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