



## Career Warfare: 10 Rules for Building Your Successful Brand on the Business Battlefield

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By David D'alessandro

McGraw-Hill. Paperback. Book Condition: New. Paperback. 240 pages. Dimensions: 8.9in. x 5.9in. x 0.6in. A refreshing message . . . from someone who has fought many corporate wars. The New York Times With the latest stories from DAlessandros neverending collection of corporate derring-do and new insight on the global battlefield, the nationally bestselling Career Warfare is more essential than ever when navigating your way to success. DAlessandro dares to speak the truth. If you dont manage your own reputation, those around you will. This is no theoretical exercise. In corporate America, people talk about you every day. You can affect what they say. With a cut-the-crap sharp eye for the passions, yearnings, and follies that drive every organization, DAlessandro draws apart the drapes and reveals what it really takes to get ahead in business. James Carville, author and Democratic Strategist With good jobs becoming harder to find, DAlessandros sage advice is more timely and important than ever, especially for those who are trying to build their personal brands and enhance their careers at the same time. Tom Neff, Chairman, U. S. , Spencer Stuart Smart, strategic, and useful career advice from someone who has actually achieved success in the real world....



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