



Me 2.0: Build a Powerful Brand to Achieve Career Success

Dan Schawbel

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Me 2.0 is the handbook for surviving and thriving in the digital age. Highlights include:

- An effective 4-step process for discovering, creating, communicating, and maintaining a personal brand.
- Expert insight into how blogs, podcasting, and social networks can position individuals to find careers based on their passion and experience.
- A complementary website (www.personalbrandingbook.com) with helpful templates for each tool in the personal branding kit (i.e. resume, portfolio, etc.).
- Proven advice on branding from leading industry experts.
- Tips on using social media tools for personal empowerment, confidence building, and professional networking in order to attract jobs directly, without having to perform tedious job searches.
- Strategies for creating an online and offline presence for career protection and self-promotion.

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